UARY 26, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly Nev dio

Broadcast Advertising

Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

TECHNOLOGY DEPT

PUBLIC LIBRARY
FEB 27 19
DETROIT

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO knows where Herb is!

Some radio farm editors (good ones, too) are desk men primarily. WHO and our top-notch Farm Editor, Herb Plambeck, have a different conception of the job.

For instance, let's take a one year period as an example of Herb's comings, goings and doings.

Last year Herb travelled 22,640 miles (including a trip to England as an accredited Correspondent, to report on British farmers' wartime methods, etc.), attended 224 meetings, made 130 personal appearance talks to 34,553 listeners, sent 3,020 letters, received 595 official callers and made 249 calls. At the studio his department took care of 2,610 listeners' letters. In *addition* he prepared and presented most of the Farm News broadcasts, noonday markets and the 30-minute Corn Belt Farm Hour. He also supervised such outside events as the Radio Corn Festival, Master Port Producers Project and the Volunteer Crop Corps Honor Roll.

To what purpose all this bustle? WHO has the theory that after winning the preference of a whole State you *keep* it by doing something better than wearing out the seat of your pants in a swivel chair. Herb agrees with us, and proves the point with *results!* For *one* result—Iowa Prefers WHO!

+ WHO *for* Iowa PLUS +

Des Moines . . . 50,000 Watts
B. J. Palmer, *President* J. O. Maland, *Manager*
FREE & PETERS, Inc., *National Representatives*

Available . . .

DUG-OUT INTERVIEWS - *7 Quarter-Hours Wkly. - 24 Wks.*

SCOREBOARD - *7 Quarter-Hours Wkly. - 24 Wks. . . .*

BEFORE and AFTER

Exclusive

WHITE SOX BASEBALL BROADCASTS

over

WJJD

20,000 WATTS

Chicago's Largest Independent Station

WALGREEN DRUG CO. *again sponsors games for 7th consecutive year.*

OLD GOLD *again co-sponsors games for the 2nd consecutive year.*

WJJD Inc., **230 N. Michigan Ave.,** **Chicago 1, Illinois.** **STATE 5466**	**PAUL H. RAYMER,** **366 Madison Ave.,** **New York City** **MURRAY HILL 2-8689**

A *Marshall Field* **STATION**

Big Packing Plant To Continue On WSIX For Seventh Year

D. M. McBride, Sales Manager, Neuhoff Packing Company signs another WSIX contract.

Another time buyer, in a position to judge the merits of an advertising medium at close range, continues to place the major portion of his company's advertising over WSIX year after year.

Join the long list of representative advertisers who have learned, by many years of actual advertising experience, that WSIX produces SATISFACTORY RESULTS AT LOW SALES COST.

THE KATZ AGENCY, INC., ***National Representatives***

Blue *Mutual*

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

5000 WATTS

980 KILOCYCLES

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

6+2

A MONTH OR SO AGO

These 6 stations joined The Blue

WLAW
LAWRENCE

KRNT
DES MOINES

WFTL
MIAMI

WNAX
SIOUX CITY—YANKTON

WPDQ
JACKSONVILLE

WCOP
BOSTON

AND TODAY

2 more have switched to The Blue

WFBR
BALTIMORE
5,000 watts
1300 kc

WCAE
PITTSBURGH
5,000 watts
1250 kc

● ● ● SO NOW THERE ARE 8

Yes, two more very important stations have joined the Blue! Two *successful* and *well managed* stations in *important* key markets. Two more stations whose owners and managers feel that they can serve their communities better by being on the Blue.

Know what that adds up to? Three CBS, four MBS and one independent station have switched affiliation within the past few weeks. Switched to the Blue. Must be reasons: those things don't *just happen.*

THESE ARE GREAT STATIONS!

Why are these great additions? Well, first because they *are* great stations. Then, because Pittsburgh and Baltimore have both almost doubled retail sales in the past four years. Growing fast.

That's why we talked things over with WCAE and WFBR. We needed better coverage and we got it, with greatly increased power in both markets; better frequencies, and well managed stations who are sales and promotion minded. And those advertisers having a Blue franchise will add thousands of listeners.

Just another indication the Blue is the fastest growing network!

IN PITTSBURGH OUR POWER GOES FROM 1,000 TO 5,000 WATTS

1

Not a bad jump. Len Kapner, president of WCAE, has some smart ideas about station management. Says he likes to judge radio advertising effectiveness in terms of product sales. Goes in heavy for promotion and merchandising. WCAE is closely associated with the Sun-Telegraph, an outstanding newspaper in the Number 10 U. S. market.

BALTIMORE IS THE SIXTH MOST IMPORTANT MARKET

2

in the whole U. S. After June 15, the Blue power goes from 250 to 5,000 watts. Another nice jump. Here again our frequency is improved. More power and better frequency means *more* Blue Listeners. Hope Barroll, general manager, has been doing a great job for WFBR. With the steadily improving lineup of Blue programs we know he will do a still better job. Yes, the idea is getting around that it is not alone easy, but *smart* to do business with the Blue!

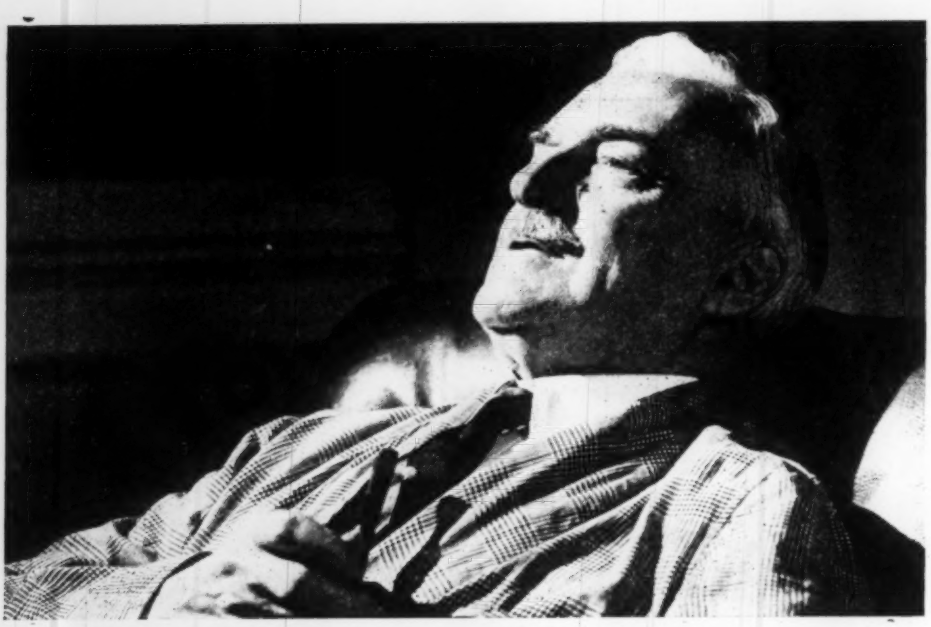
FINALLY, this switch of 8 important radio stations is further proof that NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE . . .

But station and coverage improvement is only one thing. Program sequence is the next big job. With the help and cooperation of advertisers and agencies, programs have been shifted from one period to another, from one day to another . . . all to make for better listening sequence . . . to make it easier and more inviting for the listener to listen.

These are only a few of the things that are going on over here at the Blue. Keep on the lookout for further improvements!

THIS IS THE GREATER *Blue* NETWORK

AMERICAN BROADCASTING COMPANY, INC.



New Orleans Bankers or . . .

Yazoo County Farmers
(with money in the bank) . . .

Folks turn first to – WWL NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Published Weekly by Broadcasting Publications,

Executive, Editorial, Advertising and
Circulation Offices: 870 National Press
Washington 4, D. C. Telephone: ME 10

IN THIS ISSUE . . .

FM Allocation to Feature FCC Hearing
Byron Price Gives Views on Free Radio
Trammell Tells NBC Commercial Policies
Four Net Officials Named to CAB Board
House Group Would Clip AFM Power
Iwo Landing Provided Radio Beat
Clear-Channel Hearing Set for May 9
Million-w Station Sought for Mexico
Clarke Called Most-Decorated Announcer
Wozencraft Opens Own Law Office
50-kw Stations Gross Over 58 Millions
Rogow Opposes 'Post' Crusade
Labor Problems Confront Television
Dairy Program Honors War Employes
Vessel Relays Copy from Luzon Area
80% of Stations at Meets Sign With BMB
Convention Permits Easier to Get
Score of Petitions Seek New Stations
Briefs Filed in FCC Allocation Hearing
Curfew Hits Late Night Programs

DEPARTMENTS

Advertisers ----- 48
Agencies ------- 46
At Deadline ----- 10
Behind the Mike -- 42
Business of Bcstg. - 44
Editorial ------- 38
FCC Actions ---- 66
Control Room
Our Respects To
Personal Notes
Purely Programs
Sellers of Sales
Network Accounts
Sid Hix

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

WASHINGTON: J. Frank Beatty, *Managing tor;* Bill Bailey, *Associate Editor.* STAFF: Levy, Lawrence Christopher, Mary Zurhorst, ney Shelley, Norma Pugliese, Jerry Posey.

NEW YORK: Bruce Robertson, *New York* Helen House.

CHICAGO: Florence Small, Mgr.; Jean

HOLLYWOOD: David Glickman, Mgr.; Barmettler.

TORONTO: James Montagnes.

BUSINESS

MAURY LONG, *Business Manager*

WASHINGTON: Bob Breslau, *Adv. Manager;* Harry Stevens, Eleanor Marie Woodward. AUDITING: B. T. Catherine Steele, Mildred Racoosin.

NEW YORK: S. J. Paul, *New York Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge

HOLLYWOOD: David Glickman, Mgr.; Barmettler.

TORONTO: James Montagnes.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

WASHINGTON: Elsie Ewers, Dorothy

ADDRESSES

WASHINGTON: Natl. Press Bldg. MEtropltn.
NEW YORK: 250 Park Ave. PLaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone
TORONTO: 417 Harbour Commission Bldg. ELgin

Copyright 1945 by Broadcasting Publications

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER

Let's look at the Record . . .

WCHS LISTENERS HAVE PRODUCED FOR THE WAR EFFORT——

All of the nylon.

All of the poly-etheylene resins.

All of the "Vinylite" resins.

All of the lucite.

One-sixth of the nation's synthetic rubber production.

More than half of all the armor plate for the mighty U. S. Navy.

The greater part of all the tracer bullet material (strontium peroxide).

More than one million gun barrels for Uncle Sam's World-Wide Navy.

Thousands of Air Flasks for Torpedo Tubes.

Thousands of tons of ammonia for explosives.

Millions of gallons of methanol, ethanol, other alcohols, and chemicals vital to war production.

Millions of gallons of Prestone, Zerone, and other anti-freezes.

Thousands of tons of chlorine.

The ferro alloys required to service one-fourth the entire steel industry in manufacture of ordinary as well as finer grade steels. Some of these alloys are manufactured exclusively in the Kanawha Valley.

One-seventh of the state's bituminous coal production. (First in the Union.)

Nearly one-fourth of the entire natural gas production of Eastern United States.

Two-thirds of West Virginia's petroleum production. Three of the state's four oil refineries are in Kanawha County. Kanawha County is one of the nation's largest producers of natural gasoline.

Scores of minor production items of vital importance such as bayonets, bolos, shell cases, bow doors for amphibious craft, anti-aircraft recoil chambers, tents, glass and table accoutrements.

Chemical warfare installations, ready for instant use if and when the Axis powers had resorted to combat use of gases.

YOU CAN REACH THESE WORKERS THRU THEIR STATION

WCHS

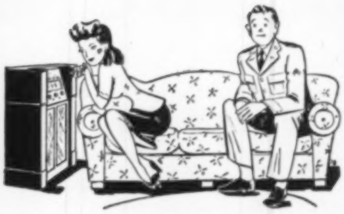
CHARLESTON, W. VA.

5000 on 580 • CBS

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

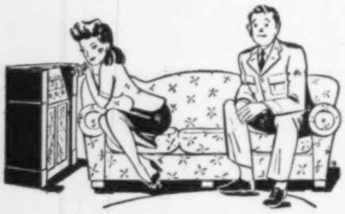
Represented by the Branham Co.



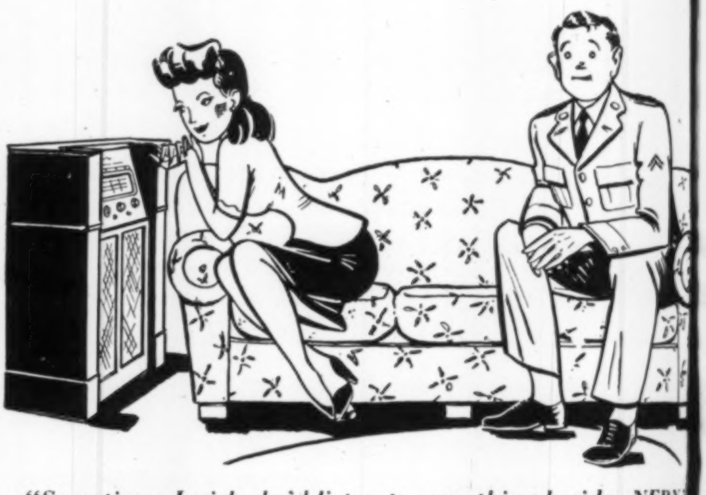
"Sometimes I wish she'd listen to something besides WCSH."

"Sometimes I wish she'd listen to something besides WJAR."

"Sometimes I wish she'd listen to something besides WBZ."

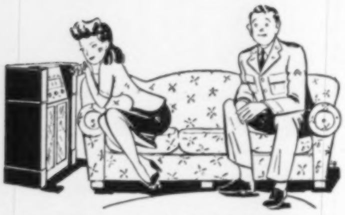


"Sometimes I wish she'd listen to something besides WLBZ."



"Sometimes I wish she'd listen to something besides NERN

People pay attention to NERN stations, because every NERN station is an NBC affiliate, carrying the nation's top-rated shows plus keenly developed local programs. The number of people paying attention to NERN totals 8,298,472 because the primary coverage of NERN reaches 96.5% of New England's families. And New England is that com area (2% of U. S. total area) which 11% of the nation's industrial wor NERN influences them without charges, with free studio faciliti Boston, Hartford and New York, for $312 per daytime quarter-hour. W you buy NERN, you buy a netw



"Sometimes I wish she'd listen to something besides WTIC."

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by

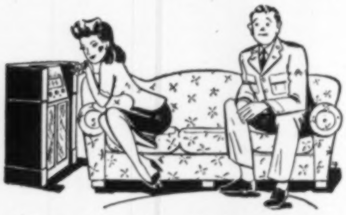
WEED & COMPANY

New York, Boston, Chicago, Detroit,
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT



"Sometimes I wish she'd listen to something besides WFEA."

"Sometimes I wish she'd lis to something besides WRD

WGAR

CLEVELAND'S FRIENDLY STATION

An "ice-cream bender" back in the old home town was planned in France by Major Don A. Pomeroy, Jr., command pilot of the 8th Air Force, and WGAR's War Correspondent Dave Baylor, scheduled for "if and when we get back". They did. Pomeroy is one of the many Cleveland lads whose voices have "come home" over WGAR's war programs, direct from the battle fronts.

GOY
THE VOICE OF
CHI

From China, Cleveland's "friendly station" brings to Ohio families news of their boys. Every week, the station features from Chungking broadcasts of Mike Peng, who interviews our boys in the ancient, celestial empire.

At Crile Hospital, wounded Ohio service men originate programs over WGAR every week, programs that take familiar voices back to home firesides.

KFOR's RECEPTION ROOM IS OUTSTANDING

KFOR's HOOPER IS OUTSTANDING

In Lincoln, and Its Trade Territory, the Latest HOOPER, Monday through Friday, from 8 a. m. to 6 p. m. Shows:

KFOR......46.25
Station "A"...29.4
Station "B"...19.6

That's Why Sales Opportunities Galore Await You in KFOR's Beautiful and Ultra-Modern New Studios in Lincoln, Nebraska.

Represented by Edward Petry Co., Inc.

KFOR
"Nebraska's Capital City Station"
LINCOLN Nebraska
Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.
Blue and Mutual Networks

At Deadline

CARTER PRODUCTS Inc. has reopened negotiations with MBS for a suitable time for a program featuring John J. Anthony and his *Good Will Court*, and advertising Carter's Little Liver Pills, following the rejection by Edgar Kobak, MBS president, of a contract for the 9:15-9:30 p.m. period, Monday through Friday, a deal that would have netted approximately $1,000,000 a year. Rejection followed a conference of Mr. Kobak and H. H. Hoyt, president of Carter's, and executives of Ted Bates Inc., Carter's agency. Combination of product, program and mid-evening time across the board would be bad radio, it was decided.

ARMOUR SOAP WORKS, Chicago, March 7 will renew sponsorship of three spots weekly on WMAQ Chicago and participation shows on WOR New York, WABC New York, WBBM Chicago. Foote, Cone & Belding, Chicago, placed 13-week contracts.

AMERICAN TOBACCO Co., New York, has set Wayne King's band as summer replacement for Jack Benny on NBC Sunday 7-7:30 p.m., beginning June 3, duration to be determined by length of Benny's projected overseas trip. Agency is Ruthrauff & Ryan, New York.

CONSOLIDATED casualty lists of the armed services will be distributed to radio stations and newspapers by the OWI starting not later than March 15. Each station will receive lists covering states in which it is interested.

C. E. HOOPER Inc. has announced plans to extend its 89-city report, covering cities of 25,000 population or more, with samplings of audiences in localities of 2,500 to 25,000, showing program preferences of approximately 75,000,000 persons.

E. R. SQUIBB & Sons, New York will start Jimmy Carroll, singer, Ted Dale's orchestra and Ken Christie chorus, on 131 CBS stations Mon., Wed., and Fri. 6:15-6:30 p.m., replacing Lynn Murray orchestra and chorus in *To Your Good Health*, March 26, when handling of program shifts from BBDO, New York, to Geyer, Cornell & Newell, New York.

SELLERS of SALES

KEEN, resourceful Annette Carroll Kennelly has been associated with the Arthur Meyerhoff Agency, Chicago, for the past nine years. Her official title is that of "spot time buyer".

Kay, as she is known to all her business associates, was born in Chicago. She attended the Chicago Normal College because her father wanted her to be a school-mar'm. After two years, however, Kay transferred to De Paul U. where she majored in advertising.

Her first job was that of secretary to Art Barnett, vice-president of Weston-Barnett Adv. Agency. Mr. Barnett, Kay maintains, taught her the rudiments of media buying.

Four and a half years later Kay left the agency to edit the *Chicago Tableau*, an entertainment newspaper, printed during the Chicago World's Fair. She also wrote a column for a local neighborhood newspaper, *North Loop News*, under the pen name of *Kay Carroll*. When the Fair terminated, Kay joined the Civil Works Administration for a year as secretary to the coordinater of the legal division.

In 1936 Kay became affiliated with the Meyerhoff Agency as secretary to Frank Avery who then was media director. She took over much of Mr. Avery's duties while he traveled for the agency. Early in 1944 she was assigned the spot timebuying position. She is responsible for the spot advertising campaigns of the following accounts: Cubs Baseball Club; Whiz Candy Bar, Chicago; Kitchen Kleanser and the Milwaukee Clipper.

KAY

Kay's favorite reading matter is biography and books about current events. Thoroughly feminine, Kay sews for relaxation. In fact, she sews a wicked seam on those blouses she wears. Not an outdoor girl, Kay insists that sun bathing is her most active sport. She maintains her girlish figure, nevertheless.

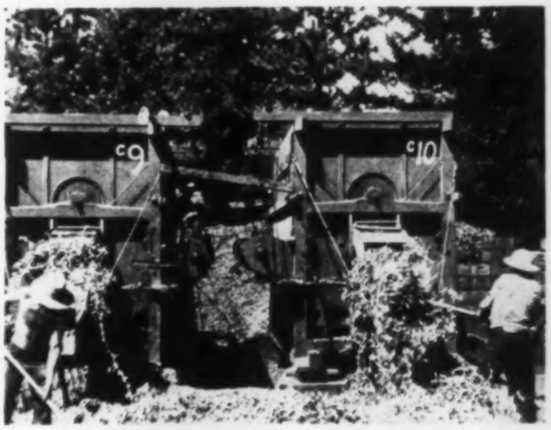
Kay belongs to the Chicago Radio Management Club and has held the position of program chairman for the last five months.

Sell with
WDEL
Wilmington
Delaware
NBC Basic Station
5000 WATTS
DAY and NIGH
Represented by
RAYME

Completely Covers the Vast Inland Empire

KHQ
CANADA
SPOKANE
WASHINGTON
OREGON
IDAHO
MON

Big Operations in the Inland Empire. Pea viners at work on the crop of over 5,000,000 bushels grown in this area last year—85% of all grown in the United States. From this yield, farmers received a net of nearly $20,000,000. That's a lot of Pea Soup in any language.



Big Operations in Advertising require Intensive Coverage. It's "Pea Soup" when KHQ is your medium. KHQ delivers complete coverage of an Empire rich in agricultural, forest, mineral, hydroelectric, and industrial resources—at the cost of just one medium.

HE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

5000 WATTS 590 KC

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

NBC

Jefferson Machamer
VOL 2
BANG!

"Now, hang it, Thistlewaite — will you remember spot broadcasting?"

● No matter how many stations any agency or advertiser is using in any spot-broadcasting campaign, there's usually room for a few more if a sure-fire opportunity comes along.

Why don't you give us a "future list" of markets in which such opportunities might be considered—and let us do your remembering for you?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan*
Franklin 6373

NEW YORK: *444 Madison Ave.*
Plaza 5-4130

SAN FRANCISCO: *111 Sutter*
Sutter 4353

HOLLYWOOD: *6331 Hollywood*
Hollywood 2151

ATLANTA: *322 Palmer Bl*
Main 5667

BROADCASTING
and
Broadcast Advertising

OL. 28, No. 9 WASHINGTON, D. C., FEBRUARY 26, 1945 $5.00 A YEAR—15c A COPY

FM Allocation to Feature FCC Hearing

ew Objections on Proposals for Television

By BILL BAILEY

TTLE LINES are drawn and e verbal slugging begins Wed-sday over the future spectrum me of FM broadcasting, with the CC as referee and judge.

Because of the widespread inter- in the oral argument and the mber of witnesses expected, the CC on Friday made a hurried ange in locale. The National Mu-m Auditorium, 10th St. and Con-tution Ave., where many of the ocation hearings were conducted, ll house the arguments.

May Take 10 Days

Although oral argument was ginally scheduled for three days Feb. 28, March 1-2—Commission cials late last week estimated t the proceedings might continue rhaps up to 10 days. In such nt hearings will be held next ek, beginning Monday, and con-ming until all witnesses have n heard. The regular Tuesday eting of the FCC will be post-ed until after oral argument.

Chairman Paul A. Porter, who s taken no part in the allocations ause the proceedings occurred fore his appointment, will pre-e at the oral argument. Commis-ner E. K. Jett, who served as in-im chairman pending Mr. Port-'s nomination by President Roose-lt last December, has been acting airman *pro tem* of the allocations oceedings at the behest of his fel-v-Commissioners.

Order of services to be taken up ll follow much the same pattern the allocation hearings last Sept. Nov. 2. The Commission hopes conclude the first portion by ursday, starting amateur and ndard broadcast services then. pearances of witnesses will be sted at the auditorium Wednes-y morning, according to Charles Denny, FCC general counsel who ll conduct the examinations.

Briefs filed last week in the mmission's proposed allocations m 25-30,000 mc gave indication t the big decision facing the six n who regulate radio under the mmunications Act will be the lo-on of FM, and not television as timony during allocation hearings last fall had presaged. The television broadcasters — both advocates of present-band video and proponents of high-definition visual service—apparently had no objections to the FCC's proposals.

Opposition on FM

But the FM location drew all the fire, with Panel 5 of the Radio Technical Planning Board lined up with the FM Broadcasters Inc. and Maj. Edwin H. Armstrong, FM inventor, in bitter opposition to the Commission's proposal to move FM from the 42-50 mc band to 84-102 mc.

On the other side of the fence, supporting the Commission's proposed findings, are three major networks and the Cowles Broadcasting Co. CBS, the Blue and NBC found no fault with the proposed FM allocations. Neither did Cowles. NBC did object to the Commission setting aside the 102-108 mc band without assignment pending development of services. NBC thinks television is ready to go and FM, by being moved up, isn't. Therefore the FCC should give the 102-108 mc band to television, if FM gets 84-102 mc.

Summaries of briefs on pages 60, 61, 62. FCC Order, pg. 62.

Despite its concurrence in the Commission's proposal to move FM, NBC in its brief said: "We still consider the RTPB recommendations sound, in the light both of the information available prior to the hearing, which was extensively reviewed by RTPB, and of all of the testimony presented during the hearing." The RTPB had recommended that FM be allocated in the band, 43-58 mc.

A counter proposal was submitted, however, by NBC. The RCA subsidiary suggested the Commission allocate television in the band 44-50 and 54-84 mc, setting aside 84-90 mc for future assignment, then giving FM 90-108 mc.

Counter-proposals were offered, too, by FM broadcasters. Walter J. Damm, vice-president of the Journal Co., licensee of WTMJ and WMFM, suggested that amateurs be given 44-46 mc and 76-78 mc, FM be allocated 46-64 mc, the 64-70 mc band be unassigned and television be given 78-108 mc. Mr. Damm, president of FMBI, was joined by WENA, *Detroit News* FM station, and the Michigan Radio Education Committee, which submitted similar proposals.

WQXQ New York, FM outlet owned by the *New York Times*, opposed the FCC proposals and concurred in the brief filed by FMBI.

Chief target for criticism of the Commission's proposal is Dr. K. A. Norton of the FCC technical information section, on leave to the Army Air Forces. On the last day of allocation hearings, Dr. Norton testified that FM could perform a better service above 120 mc [BROADCASTING, Nov. 6]. He introduced a chart of curves tending to illustrate his views that skywave interference in the 40-mc region would be intolerable for FM as a nationwide service, whereas it would be much less around 100 mc.

Blue Proposes FM, Video

RTPB Panel 5, FMBI, Maj. Armstrong and a committee of outstanding engineers, including Dr. H. H. Beverage, director of research, RCA Labs., in their respective briefs challenged Norton's curves as inaccurate. With Drs. Beverage and Armstrong, four other engineers, Dr. G. W. Pickard, Dr. H. T. Stetson, Dr. C. R. Burrows and Stuart Bailey, conducted a study of skywave and tropospheric transmission. In a lengthy memorandum, Drs. Armstrong, Beverage and Burrows told the Commission that Dr. Norton erred in his calculations.

On the other hand the CBS brief tended to support Dr. Norton's claims, holding that FM should be moved upward.

Holding that the FCC allocations proposals "represent the best possible overall arrangement to permit both services (FM and television) to progress rapidly toward a nationwide service," the Blue admitted a "certain amount of equipment and receivers" would become obsolete if FM is moved, but "it is felt this is inevitable since the mere extension of the present FM band would bring about the same result".

The Blue Network proposes to "utilize the new allocations to their fullest extent by establishing new FM and television stations as conditions permit". A "comprehensive development program" will be carried on in television to "determine the most suitable use of the high-frequency channels for higher definition and color".

Briefs on behalf of Television Broadcasters Assn. and Allen B. DuMont Labs., which were expected to support the Commission's proposals in view of Dr. Dumont's statement approving the FCC report [BROADCASTING, Jan. 22], had not been filed as BROADCASTING went to press.

FREEDOM

"NOR DOES the responsibility of the press end at the door of the print shop. All of our liberties are interdependent; just as the free press is necessary to sustain other freedoms, so must other freedoms be sustained against attack if the press itself is to remain free. For speech is bracketed directly with a free press both in the Bill of Rights and in the State Constitutions, and under that heading there is much to be pondered. The radio, a tremendous instrument of public expression, was undreamed of by those who wrote the first amendment. Yet radio must rely for its freedom on that very principle of liberty which was penned in 1789.

"If a free radio should find its very existence threatened, should not such a threat become the instant and commanding concern of a free press? And how could the press hope to remain free if any other modern agency of communication, such as the motion picture, were to fall into slavery?"

Mr. Price

—Taken from an address by Byron Price, Director of Censorship, last Wednesday at a ceremony installing an original copy of the Bill of Rights in the Library of Congress. Mr. Price, on leave as executive editor of the Associated Press, used as his theme the responsibilities of the press in wartime.

Commercial Policies Revised To Attract Listeners for NBC

President Trammell Outlines Steps Taken to Build Audience for All Shows Through Good Programs

NILES TRAMMELL, NBC president, last week outlined to sponsors and agencies a revision of NBC's commercial program policies based on the philosophy that since a good program "acquires listeners not only for itself but indirectly for other programs on the same network. . . . it is our responsibility as a network organization to attract, develop and retain the finest programs that we possibly can."

First step was made a year-and-a-half ago, when NBC announced that its abeyance list would be discontinued and that time periods becoming open "will be filled by programs which we consider most likely to meet the needs and wishes of the radio audience, regardless of seniority of date of application for time by the sponsor."

New Replacement Policy

Second step is the extension of this policy to replacement programs. "When an advertiser discontinues one program and wishes to replace it with another in the same period," the announcement states, "the new program, as currently provided in our facilities contract, shall be subject to the approval of NBC. In the absence of such approval, we will continue to reserve the right to make the period available for a more acceptable program submitted by another advertiser."

In connection with this procedure, NBC last fall terminated its 31 automatic-renewal contracts and is not accepting any more contracts of this type. In applying this rule, NBC disclaims the intention of reclaiming a period because of changes "resulting from unreasonable demands by talent, or program complications over which the advertiser has no control."

Third procedure is that "in the future, no artist or commercial program representative will be given special privileges or control over a particular period of time." NBC points out that there has been only one exception to the rule in the past, but does not identify it as Jack Benny's control of his Sunday evening spot. "The circumstances which warranted this arrangement at the time were unprecedented and their recurrence is altogether improbable," the announcement states.

Fourth and final move is the elimination of cross-references. "Effective May 1, 1945, no reference shall be made on any NBC network program to a program broadcast over another network. This does not exclude suitable identification of guest artists with the sponsors of their regular programs on other networks."

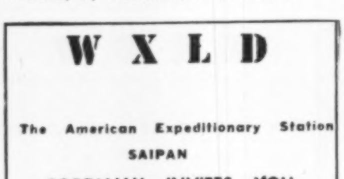
Explaining this rule, NBC says: "It has been argued that because advertisers using more than one network make similar announcements back and forth on all their programs, the whole arrangement is reciprocal and a fair exchange. This might be true if all advertisers used more than one network, which of course is not the case. It is obvious that if reference to a program on another network attracts some portion of the NBC audience to it, that portion is taken away from the NBC advertiser whose program is opposite the one thus advertised."

Announcement concludes: "We feel sure that all NBC clients will recognize in the principles outlined and procedure announced herein a reasonable effort on our part to fulfill our obligations to the public, and to our many customers who serve the public well by maintaining the highest possible level of program quality."

Light Music Preferred In Daytime, Study Shows

TWENTY-NINE percent of the daytime listeners in the Cleveland area prefer light classical music according to an informal survey conducted by *Cleveland Plain Dealer* Radio Editor Robert S. Stephan. Replies came from 63 Ohio localities and from scattered points in neighboring states.

Other preferences in order of popularity by percentages were: Classical music, 20; news, 16; comedy-variety, 14; popular music, 7; daytime serials, 7; straight drama, 6; women's interests 1.



W X L D

The American Expeditionary Station

SAIPAN

CORDIALLY INVITES YOU
TO ATTEND THE DEDICATION
OF ITS NEW STUDIOS
AND TRANSMITTER

1 March 1945

1000 Watts 660 kc

Armed Forces Radio Service

RSVP

PUCKISH American soldiers in the Pacific war zone have mailed these invitations to land-bound broadcasters in the United States. WXLD, AFRS station which beams entertainment to our fighting men, operates on a clear channel—the same one, in fact, assigned here in the U. S. to WEAF New York.

TOPFLIGHT LIBERAL TO GET FCC POST

A TOPFLIGHT lawyer, of liberal viewpoint, but not necessarily a Democrat, probably will be named to the existing vacancy on the FCC.

Chairman Paul A. Porter has urged filling the vacancy at the earliest possible time, because of the heavy load ahead for the Commission, which has functioned without full strength for nearly a year. It is presumed that the nomination will go to the Senate upon the President's return to the White House.

It became known last week that Assistant Secretary of the Treasury Herbert E. Gaston, charter member and secretary of the Board of War Communications, had been considered for the vacancy but had withdrawn his name because of the pressures of Treasury wartime activities. Mr. Gaston initially sought the post but was prevailed upon by his associates to retain his Treasury billet.

A number of names are under consideration for the vacancy, created when Comdr. T. A. M. Craven retired voluntarily last July to become executive operating head of the Cowles Broadcasting Co.

DuMont Ratings

DuMONT Labs., Passaic, N. J., has just issued program ratings for DuMont television programs, based on listener program rating sheet results. With 10 as perfect score, *Thrills and Chills* placed first with 7.8 acceptance. Buchanan is agency. Second place went to Anderson, Davis & Platte agency show *Magic Carpet* with 7.7. Third place, 7.4, is tied by WOR's *Night Stars Over Broadway* and Ruthrauff & Ryan's *Wednesday's at Nine*.

Wherry Named V-P

LAWRENCE A. WHERRY, with Sherman & Marquette, Chicago. for three years as account executive and writer, has been elected a vice-president. From 1927 until he joined S & M, Mr. Wherry was an executive in the advertising department of Purina Mills, St. Louis. Since late 1943 he has been on leave as vice-chairman of the Feed Industry Council, which has been working in cooperation with the War Food Adm. Mr. Wherry will continue in that post.

Video Audience

AVERAGE home audience for television programs is 5.6 persons, comprising 4.3 adults and 1.3 children under 18, according to a survey made by Ross Federal Research Corp. on Sunday, Jan. 28. In public places, there was an average of 37.3 viewers, 36 adults, 1.3 children. That evening, when WABD, Dumont station, and WNBT, NBC station, were both on the air in New York, an NBC live production, *Heartbreak*, attracted the largest audience.

Dubonnet to Resume

SCHENLEY DISTILLERS Corp., New York, will resume network promotion of Dubonnet wines with a musical series, network and time still to be determined. Agency is BBDO, New York.

---

4 Net Executiv Elected by CA

Kobak, LaRoche, Mullen a Stanton Named To Boar

EDGAR KOBAK, president, M Chester J. LaRoche, vice-chairm of the board of directors, Blue N work; Frank E. Mullen, vice-pr dent and general manager, N and Frank Stanton, vice-preside CBS, have been nominated to board of governors of the Coope tive Analysis of Broadcasting, was announced last week by D. P. Smelser, chairman of board.

Move, which will for the f time place broadcasters on the CA board as well as representati of advertisers and advertisi agencies, was made Feb. 15 at board meeting which also voted increase the number of adverti and agency members from th to four, raising the total num of governors from 6 to 12. Te of governors and officers will on a two-year rotating plan.

Postwar Expansion

Present board members are: Smelser, Procter & Gamble (chairman; John L. Bogert, Sta ard Brands; Robert B. Bro Bristol-Myers Co.; Bernard Duffy, BBDO; George H. Gall Young & Rubicam; L. D. H. We McCann-Erickson.

Dr. Smelser said the significa of this step "cannot be overestim ed for it is a definite indicati that the radio industry, its adv tisers and agencies are cooperati in their efforts to prepare for larg scale postwar developments."

A. W. Lehman, CAB preside queried by **BROADCASTING**, said t American Assn. of Advertis Agencies, the Assn. of Natio Advertisers and the NAB we consulted before the four netw executives were appointed to t CAB board. Asked why individ stations were not represented, replied that the CAB would be d lighted to have them represent

---

Heller Spots

HELLER BROS Co., New Yo through its newly-appointed agen Hill Adv., New York, will use sp radio in a year-round campai for vegetables and fruits, being troduced for the first time und Heller's new trade name "Ju Gem". Schedule starts March with participations in *Martha D* on WOR New York and will expanded later to include spots New Haven, Poughkeepsie, Wh Plains, Paterson and Long Isla Oranges will be promoted for weeks, to be followed by other p ducts according to the season.

Welles for Cresta

ORSON WELLES will be regu featured star on Cresta Blanca *This Is My Best* on CBS, serv as host and playing lead roles posite guest stars, beginning Ma 15. Agency is BBDO, New Yo

House Group Would Clip Petrillo's Power

nterlochen Ban Blasted by Porter

ANGRY membership of the use Committee on Interstate & eign Commerce, hearing testi- ny last week on the Vandenberg l (S-63) to prevent interference broadcasts of cultural programs, lared its intentions of writing islation to restrict the powers James C. Petrillo in various ds of musical activity.

At the conclusion of the hearings, airman Lea (D-Cal.) said that ging from the temper of the mbers the Committee would in probability report out a broad- measure than that passed by the nate, with amendments which uld strengthen and clarify the .

'Asked for It'

Told by Paul A. Porter, chair- n of the FCC, that the AFM n on broadcasts of the National sic Camp at Interlochen, Mich., sults in a severe restriction n what may be broadcast over air" and has an evil effect on ll stations, members of the mmittee advocated the bill be adened to protect broadcasters the freedom of radio.

A ranking member of the Com- ttee, Rep. Wolverton (R-N. J.), lared that Mr. Porter had set th "basic principles" which the mmittee should work out.

Another member, Rep. Brown -Ohio), viewing the failure of . Petrillo or any of his organi- ion to appear at the hearing as a defiance of the House, remarked: "Mr. Petrillo has asked for it and its about time Congress let him have it." Previously, Rep. Wolverton had asked if any representatives of the AFM were present. When there was no response he observed: "In my 18 years of service in Congress this is my first knowledge of an organization affected by legislation having no representatives present."

Rep. Dondero (R-Mich.), testifying in behalf of a companion bill (HR-1648) he introduced in the House, told the Committee he was protesting against "an intolerable condition" and wanted legislation "to correct a condition whereby one man can keep an institution such as Interlochen off the air".

When Rep. Dondero said his interest in Mr. Petrillo's activities grew out of an experience in Royal Oak, Mich., in which a Navy band could not participate at a patriotic ceremony commemorating a tablet containing the names of local men in the armed services because of AFM restrictions, Reps. Bulwinkle (D-N. C.) and Priest (D-Tenn.) advocated that the bill be broadened to cover such incidents.

Desirable Objective

Rep. Wolverton proposed the bill be further amended to deal with the recent blacklisting by the AFM of Interlochen school. He suggested that even the *Quiz Kids* might be prevented from broadcasting and thought the bill should include provisions to prevent by-passing Congress by union decrees. He said he realized it is difficult to handle the problem by legislation.

Mr. Porter testified that insofar as the Vandenburg Bill is designed to prevent recurrences of such incidents as the ban on Interlochen broadcasts "it represents a desirable objective and merits approval by your Committee". The bill passed the Senate early in the present session by voice vote.

The Interlochen ban has a twofold evil, he explained. "In the first place, this action of the AFM results in a severe restriction upon what may be broadcast over the air. Under the American system of broadcasting, as you know, the Government is expressly forbidden to dictate to broadcasters what shall not be broadcast. This is in order to guarantee a free radio.

Hits Small Stations

"But more than this is necessary if radio is really to be free. We must make sure that no arbitrary restrictions are imposed by private groups concerning material which shall be broadcast. . . . If an organization can prevent radio stations from broadcasting a concert by high school students, a precedent is established whereby broadcasts of speeches, forums, conventions, etc., will be prevented. Such a precedent should not be permitted to be established.

"The second evil is found in the effect of the AFM action on small stations. We all are familiar with the fact that most professional talent is concentrated in the large cities. For the small station this means that it must to a great extent rely on amateur talent which it can find or develop in the community. Many of these communities have a good deal of latent talent that can be developed to the benefit both of the talent and the community; this is particularly true of communities which have universities located nearby.

"However, the action of the AFM prevents radio stations from using musical talent of this kind. And if the AFM can prevent the use of musical talent, other groups will direct this activity at dramatic groups, singers, etc. This forces small stations either to broadcast network programs all day or to use records and transcriptions instead of developing their own individuality and contributing to the growth of the community."

Might Bar Movies

Informed by Mr. Porter that Mr. Petrillo has exacted fee payments from record manufacturers and a musicians' quota system from stations, Rep. Halleck (R-Ind.) wondered how far union leaders might go. He suggested the possibility that movies might be barred and the public permitted to witness only live stage shows.

When Rep. O'Hara (R-Minn.) observed that broadcasters had their hands full with Petrillo on one side and the FCC on the other, Mr. Porter smilingly remarked that the broadcasters "seem to exist in spite of us".

Concluding his testimony, he expressed the hope that the Committee would develop legislation to cover the labor problem in the field of broadcasting.

During discussion of amendments to the bill, Chairman Lea (D-Cal.) affirmed that the Vandenberg bill had been submitted to the Attorney General and that certain changes were suggested. One of these involved the deletion of the penalty provisions which are covered in the Communications Act of 1934 of which the bill would be a part.

Dr. Joseph E. Maddy, president of the Interlochen school and professor of music at the U. of Michigan, told the Committee that the bill does not in any way involve employment opportunities of union musicians. "The only issue," he said, "is the controversy between an arrogant labor leader and the school children of the U. S. who play musical instruments. This controversy was recently intensified by repugnant acts of reprisal that exceed all legal and humanitarian bounds."

Channels Assigned

Dr. Maddy pointed out that since he first appealed for legislation granting music education the right to broadcast without interference, the FCC has assigned 20 channels in the new FM band for exclusive use by educational institutions although there are no wave lengths reserved for education in the present standard band.

Dr. Maddy said that when he first joined the AFM in 1909 it was a democratic organization but that in recent years it has become a "despotic dictatorship'. He said that AFM members "are afraid of his (Mr. Petrillo's) vengeance for he has the power to expel any member of any local without reason or trial."

He declared that by blacklisting the National Music Camp, prohibiting AFM members from teaching at the institution, Mr. Petrillo "is for the first time extending his autocratic control into the field of

(*Continued on page 59*)

Not Carried Out

DURING the hearing Thursday before the House Committee on Interstate & Foreign Commerce on the Vandenberg bill, Rep. O'Hara (R-Minn.) asked Paul A. Porter, FCC chairman, whether Mr. Petrillo had not refused the President's request that he call off the recording ban. "Yes, he was adamant," Mr. Porter replied. "Did you say 'adamant'?", Rep. O'Hara queried. "He didn't budge," Mr. Porter said. "But they didn't carry him out", observed Rep. O'Hara.

andings of Troops on Iwo Provided adio With Another 'Exclusive' Beat

NOUNCEMENT that the erican forces had invaded Iwo na was aired from Guam as a l broadcast at 11:15 p.m. Sun- y, Feb. 18, and was carried by networks on the Pacific Coast, was not sent East as the net- rks had closed down; Blue, CBS l NBC around 1 and Mutual at a.m. EWT.

At 8 a.m. EWT, Don Pryor, CBS porter on the flagship off Guam, de a pool broadcast which CBS l not consider of sufficient quality feed to the network from San ancisco. Blue and NBC picked a couple of minutes of the yor report before dropping it be- use of the bad signal.

During the 8-8:15 a.m. *World ews Roundup*, CBS carried a re- rding made by Webley Edwards, other CBS correspondent, follow- g a flight over Iwo shortly after invasion began, and later in the arter-hour picked Mr. Edwards direct from Guam. He was also CBS during the 9-9:15 a.m. ws period, picked up direct from uam.

Larry Tighe, Blue correspondent, broadcast from Guam during the 8:30-8:45 a.m. *World News Roundup* on that network and was picked up from Guam on successive Blue world roundups at 7 and 8 p.m. He was also heard on the Tuesday world roundups on the Blue. MBS reporter Arthur Primm broadcast eye-witnesses accounts of the Iwo invasion on that network at 10 a.m. Monday and again at the same time Tuesday morning. Robert McCormick of NBC, attached to the advanced Navy headquarters at Guam, reported from there to his network at 7:15 p.m. Monday and 12:30 p.m. Tuesday.

Bud Foster, NBC reporter, at 8 a.m. Tuesday described his night ashore with the invasion forces at Iwo, first report from a correspondent who had been ashore there. Broadcast, made from the flagship, was a pool affair carried by Blue and CBS as well as NBC. CBS also picked up a report from Mr. Edwards at Guam during the 8-8:15 a.m. period and again at 9 a.m.

FCC Orders Clear-Channel Hearing May 9

Coverage of Dead Areas to Be Decided

(*Text of hearing order page 63*)

PUBLIC HEARING to determine what changes, if any, should be made in policies affecting clear-channel broadcasting was ordered for May 9 by the FCC at its regular meeting last week.

In a news release accompanying the order designating the clear-channel question for hearing, the Commission said a reexamination of present clear-channel allocations "is necessary since the Commission studies reveal there are still large areas within the United States which receive no radio service at all during the daytime hours and no primary radio service at night."

Moreover the FCC has received "many applications for authority to operate additional stations on these clear channels" as well as applications for power in excess of 50 kw, the maximum now permitted.

Wheeler Advocates Breakdown

Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, an outspoken foe of super-power and unduplicated clear channels, commended the FCC action in a statement Wednesday. By breaking them down, the Senator said, "clear channels now assigned to the big cities in the East could be shared by stations in the Middle West and Far West". He asserted that clear-channel stations now are located principally in large cities and therefore they serve the urban population "instead of reaching the rural areas as originally intended". (See text of statement, page 63.)

Any individuals, organizations or corporations interested in clear-channel broadcasting may appear at the hearings which will be held before the Commission *en banc* at Commission headquarters in Washington, beginning at 10:30 a.m. Wednesday, May 9. Intentions to testify, together with names of all witnesses, their respective topics and approximate time of discussions must be filed by April 2.

Because of the wide scope of the hearings, early indications were that a postponement might be asked to permit the various interests to prepare their respective cases. No formal comment was issued by the Clear Channel Broadcast Service, although it was expected that Chairman Edwin W. Craig of WSM Nashville would call the executive committee into conference in Washington shortly to map the CCBS plans. On the committee with Mr. Craig are J. O. Maland, WHO Des Moines, vice-chairman; Mark Ethridge, WHAS Louisville; Harold Hough, WBAP Fort Worth; James D. Shouse, WLW Cincinnati. Louis G. Caldwell, Washington, is general counsel.

Decision to place the clear-channel topic on Tuesday's agenda was reached late Monday, it was reported, following a series of conferences into all phases of the clear-channel question, as announced exclusively in the Feb. 19 BROADCASTING. When announcement was made Tuesday afternoon, the Commission also released figures disclosing that 50-kw stations (operating of necessity on clear channels) in 1944 grossed $58,604,000 in net time sales (see page 21).

Purpose is 11-Fold

Purpose of the May 9 hearing is 11-fold, the FCC revealed. In the picture is the forthcoming inter-American radio and communications conference scheduled for June 1-2 in Rio de Janeiro. With the North American Regional Broadcasting Agreement (NARBA) of Dec. 13, 1937 expiring March 29, 1946, and with clear-channel operations and higher power an international problem, the public hearing is expected to give the FCC bases on which to make recommendations to the State Dept.

In its news release the Commission said that since NARBA expires next year "it is desirable to determine what if any changes are necessary in present clear-channel assignments and what recommendation should be made to the Dept. of State prior to renegotiation of the Treaty."

Under the present setup there are 24 Class I-A channels and 22 Class I-B channels.

In addition to recommendations to be made by the FCC to the State Dept., the hearing was designated to determine:

1. Whether the number of clear channels should be increased or decreased and what frequencies shall be designated as I-A and I-B channels.
2. What minimum and maximum power should be required.
3. Whether power in excess of 50 kw would unfavorably affect the economic ability of other stations to operate in the public interest.
4. Whether geographical redistribution of clear-channel stations is necessary to attain the optimum distribution as provided for in Sec. 307(b) of the Communications Act.
5. Whether it is economically feasible to relocate clear-channel stations to serve areas not now receiving service.
6. What new rules or regulations are needed to govern power or hours of operation of Class II stations.
7. What changes the FCC should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear-channel station.
8. Whether clear-channel stations give program service particularly suited to the needs of listeners in rural areas.
9. Whether service areas overlap and whether such overlapping involves a duplication of program service.
10. What recommendation the Commission should make to Congress for additional legislation covering clear-channel broadcasting.

Panel 4 Recommendations

For some months the Commission has conferred intermittently on the ever-growing clear-channel problem. With the advent of FM broadcasting on a nationwide scale at the conclusion of hostilities, clear-channel question becomes of major importance.

Pending before the Commi are recommendations by Pa of the Radio Technical Plan Board that the standard broad band be extended to include channels between 200-400 kc t allocated to higher-power, c channel stations for rural co age.

Although Sen. Wheeler avoi any mention of super-power in statement on the clear-chan hearing, he has been on record several years against any sta of greater than 50 kw. He conte that a network of a dozen su power, clear-channel stations c blanket the country and thus c ate a monopoly that would s doom to the broadcasting indu as it is known today.

Multiple Ownership

Advocates of high-power p out, however, that the solution rural coverage lies in a series strategically-placed transmitters 500 kw or more. To avoid threat of monopoly, it was poi out, the FCC could draft multi ownership regulations, similar those governing FM and televisi The Commission has under con eration regulations limiting number of standard stations licensee may own.

Twelve applications for po of 500 kw, pending when war br

(*Continued on page 63*)

1,000-kw Station Planned for Mexic

Million Low-Priced Sets Also Proposed by Azcarraga

ESTABLISHMENT of a 1,000,000 w station in Mexico, to provide practically national service in the Republic and in contiguous Latin-American areas, is proposed by Emilio Azcarraga, president of XEW Mexico City, and both NBC and CBS concessionaire in the country.

In this country for a month in connection with Mexican radio affairs, Mr. Azcarraga told BROADCASTING last week that he already had contacted leading equipment manufacturing companies on building of the transmitter, which would be the highest powered in North America and possibly in the world. He said he expected cost specifications and estimates within three weeks.

Presumably the station would operate either on 900 kc, the present XEW facility, or on 730 kc, used by XEQ Mexico City, which Mr. Azcarraga also operates. XEW would use the 1,000,000 w output, with XEQ taking over the present 250,000 w transmitter of its sister station.

Because of wartime restrictions XEW now is operating with 100,000 w and XEQ with 50,000 w. Emphasizing the desirability of high power in Mexico, Mr. Azcarraga pointed out that high-quality telephone lines are not available for remote network service. XEW already holds a construction permit for a half-million w and he expressed no concern about developing that output upon procurement of the transmitter.

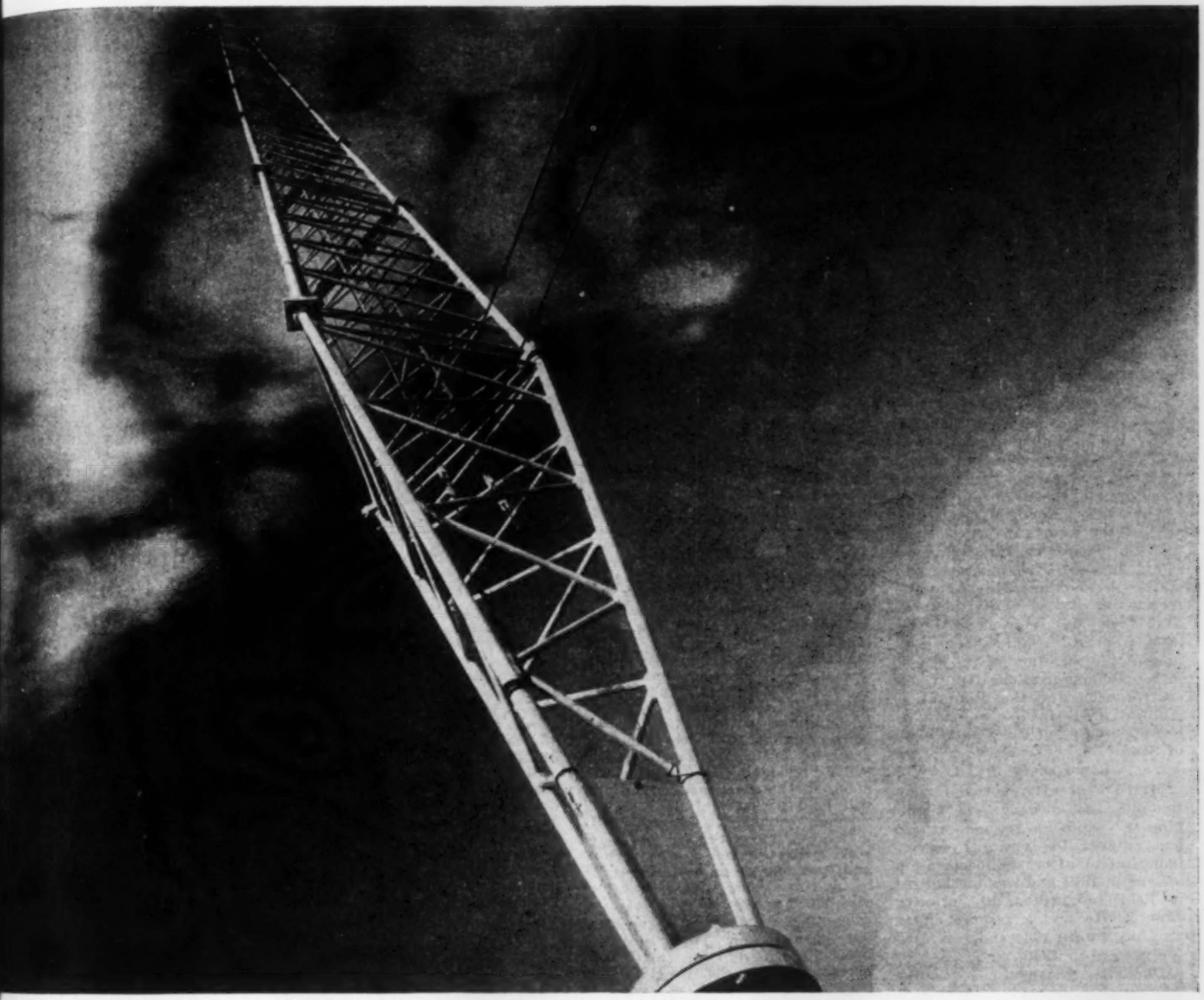
Sees Post-War Expansion

Predicting great expansion in all Latin-American and South American radio following the war, Mr Azcarraga said steps are being taken to expand network service as soon as lines become available. The 1,000,000 w transmitter, he estimated, would cover a very substantial part of Mexico, most of Central America and portions of Cuba. It would be a Spanish language operation and would devote its programming to educational and cultural broadcasting, along with commercials, but with no politics or religion. Present regulations do not permit the latter, he said.

Development of new tubes, with replaceable filaments, of 250 or kw output would make possible proposed 1,000,000 w transmit he said.

Another mission which broug the Mexican radio entrepreneur the United States was placeme of an order for 1,000,000 two-tu or "people's" radio receivers, whi could be sold at corner stores at very low price—$4 to $6 reta Such receivers, he said, would advertised over all Mexican st tions on possibly a 10% mark basis. Thus far, he declared, he h been unable to get bids within price range which would perm mass sale of receivers to worke peons, Indians and others of l earning power. The proposed s he said, would have a replacea chassis procurable at almost stores which would eliminate servicing aspect. If such a set developed, it probably could be d tributed on a mass basis in su areas as China, India and Afri These sets also might be used second and third receivers by fa ilies of greater means.

With Don Emilio are his w and three children and his broth Rogerio, an RCA distributor Mexico.



Sign of a radio station

That's an antenna. And that's a prize-winning picture of the high sign of a radio station.

But that's not the answer to radio.

The pay-off is how many people listen to the programs that antenna sprays out over a market.

Five different antennas pierce the Baltimore city sky.

One of them belongs to an independent Baltimore station . . . the successful independent . . . W-I-T-H.

The W-I-T-H antenna delivers more listeners per dollar spent than any other station in this five-station city.

Facts to prove this are available. Glad to let you see them any time.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Wozencraft Opens Own Law Office

Former RCA General Counsel Served In Both Wars

COL. FRANK W. WOZENCRAFT, former general solicitor of RCA, placed on inactive duty at his request after three years of active Army duty, last week announced opening of law offices in the Edmonds Bldg., Washington, to engage in communications and administrative practice.

Col. Wozencraft

Col. Wozencraft served on the general staff and in executive and administrative capacities related to communications. He went overseas on three special missions and in 1943 represented headquarters, North African theatre of the Army, in negotiations with the French in Algiers for the establishment of radiotelegraph station service there. He was on the secretariat of the Joint Chiefs of Staff from May 1942 until his release from active duty, successively as Army secretary of the Washington Communications Board, executive officer of the Joint Communications Board and communications secretary of the Joint Chiefs of Staff.

Reported in 1942

Mr. Wozencraft reported for active duty in February 1942, beginning service in his second war. He had entered the military service immediately after the declaration of war in 1917 and was discharged in February 1919 as an infantry captain. He was a reserve officer from 1919 until 1934 and reentered the reserve in 1940.

One of the youngest men to serve as mayor of a big city, Mr. Wozencraft was elected to that post in his native Dallas in 1919, at the age of 27. He declined renomination two years later. He was president of the Texas League of Municipalities in 1920 and was elected honorary life president upon expiration of his term.

A graduate of the U. of Texas in 1913 (B.A.) and 1914 (L.L.B.), Mr. Wozencraft practiced law in Dallas from 1914 until 1917. He was a Presidential Elector in 1917.

Following his term as mayor, he reentered law practice in Dallas and served as a delegate-at-large to the Democratic convention in 1924. He was with RCA from 1931 until 1942, successively as assistant general attorney and general solicitor of RCA, and vice-president and general counsel of RCA Communications. He handled the 1939 television and FM hearings before the FCC for RCA and NBC—the first public proceedings on those developments.

Upon his appointment as communications secretary of the Joint Chiefs of Staff in March 1943, Col. Wozencraft permanently severed his relationship with RCA, deeming it inconsistent with his military duties.

The Wozencrafts have two sons—Frank M., a first lieutenant with the 9th Army in Holland, and John M., a West Point cadet.

MOST DECORATED ANNOUNCER

WSAV Youth, Known as 'Voice of Savannah' On Armed Forces Net Wins Award

PVT. CLIFFORD M. CLARKE, 19, known as "The Voice of Savannah" over the Armed Forces Network and former staff announcer of WSAV Savannah, is said to have become the most decorated radio announcer in ETO, according to an AP report from London.

He landed on Normandy Beach D-Day with the second wave of troops to wade ashore and only two days later, near Sunain, he won his first award, the Bronze Star for gallantry. With two others he had conducted a bayonet charge against a Nazi machinegun nest and silenced it. One of his companions was killed in that action.

The following day he was wounded in a hand-to-hand battle with a German. He had unexpectedly run into the enemy soldier and the other brandished a knife before he was able to reach his gun. He grabbed the knife blade after several minutes of struggle and then was saved by two other Americans who happened to come along.

On June 25 he won the Silver Star for heroism by knocking out single-handedly at Caymount a German Tiger tank which was attacking and threatening the position of a U. S. infantry flank. He worked his way to the rear of the tank, ran after it and jumped on top of the vehicle. He quickly grabbed two grenades from his battle jacket and dropped them through the turret of the tank. The resulting explosions not only killed the entire crew but also wrecked vital internal machinery. Pvt. Clarke also was awarded the Oak Leaf Cluster to his Purple Heart for wounds received just two days before the capture of Coutances. He also wears two battle stars on his ETO ribbon.

MEETING, EXHIBIT CANCELLED BY RMA

FOLLOWING the lead of the NAB and other trade groups, the Radio Manufacturers Assn. last Friday announced cancellation of its annual "War Production Conference,' as well as its Parts Trade Show, scheduled for Chicago next June, in compliance with the Government policy established by the Office of Defense Transportation. Instead, RMA President R. C. Cosgrove announced, the manufacturers group will hold a "convention by mail" through proxies and the onlv meetings next June at the Stevens Hotel will be of the board of directors and the executive committees of its five divisions, with new directors elected by mail proxies.

The RMA board, at a meeting Feb. 21 in New York, also approved a program for further cooperation with the NAB in the observance this year of the 25th anniversary of broadcasting. Some appropriate national event will be scheduled, with tangible recognition to the service and contribution of broadcasting, according to Bond Geddes, executive vice-president and general manager.

Establishment jointly by RMA and the National Electrical Manufacturers Assn. of a new agency, the Joint Electronic Tube Engineering Council (JETEC) for the standardization of tubes, was approved by the RMA board. The NEMA board previously had approved the agency. Present tube standards will not be changed.

Coumont at Vallejo

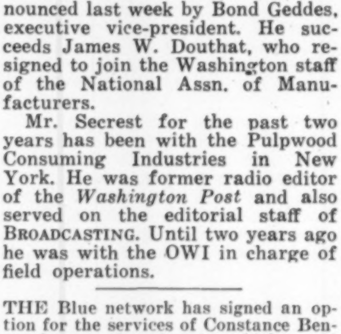
KSRO Santa Rosa has named Frank Coumont manager of its Vallejo studios. Mr. Coumont goes to Vallejo from KVAN Vancouver sales department. Before that he was at KWJJ Portland.

James D. Secrest Named To RMA Publicity Post

APPOINTMENT of James D. Secrest, former radio writer, as director of publications of the Radio Manufacturers Assn., was announced last week by Bond Geddes, executive vice-president. He succeeds James W. Douthat, who resigned to join the Washington staff of the National Assn. of Manufacturers.

Mr. Secrest for the past two years has been with the Pulpwood Consuming Industries in New York. He was former radio editor of the *Washington Post* and also served on the editorial staff of BROADCASTING. Until two years ago he was with the OWI in charge of field operations.

THE Blue network has signed an option for the services of Constance Bennet for a projected series which would start as a sustainer, later become a co-op show, possibly replacing *Mystery Chef*, which goes off May 11. Latter program has over 30 local sponsors.



PRESIDING at the send-off luncheon Feb. 17 at the Hotel Roosevelt, New York, of the Assn. of Women Directors' "Women of the United Nations" campaign, is Dorothy Lewis, NAB coordinator of listener activities. At the luncheon Ruth Chilton, AWD director and president of WCAU Philadelphia (seated behind Mrs. Lewis) presented an AWD award to Mrs. Franklin D. Roosevelt (1) for her thoughtful consideration of and inspiration to women broadcasters. (See story on page 68).

PORTER TO SPEA AT NAB MEET

FCC CHAIRMAN Paul A. will be the principal speak the District 4 (Virginia, Virginia, D. C.) NAB meeti Washington March 12-13, members of the Senate and Interstate Commerce Comm and other dignitaries as guests. Mr. Porter, who will at the dinner Monday night (12), has selected as his "Broadcasting of Tomorrow."

Guests from outside Was ton are limited strictly to who have pre-registered, stated, in compliance with the policy limiting outside atten to less than 50.

In addition to the Congres committees invitations have extended to Vice-President man, Speaker Rayburn, the ity and minority leaders of Senate and House, and top ad istrative personnel of the FCC dinner will be under the au of District 4 and of the Was ton stations. Campbell Ar NAB 4th district director, will side, with NAB President J. old Ryan as toastmaster.

WJJD Petition Cla Error in Court Decis

QUESTION of authority of War Labor Board to *enforce* rective order is confused with power to *issue* an order in the tition for review filed by the A ican Federation of Musicians, cording to an answer submitt the Board last week by WJJD cago. The AFM had cited the cago Federal Court decision the Montgomery Ward case ing the Government power of ure in support of its argument WLB has no jurisdiction in WJJD dispute [BROADCA Feb. 12].

The station contends the is in error in stating that the tion of wage stabilization is involved, pointing out that W employs more musicians than needs and that a majority only a small portion of the lished 25-hour work week. To quire employment of musicians clusively as platter turners in dition to the imposition of a quo system would result in a situati in which the present staff wou be working an even less numb of hours than normal, althou their weekly salary would rema the same. This would be tan mount to an increase in compen tion and would constitute a wa stabilization problem, according the answer.

WHKC-WHKK Increase

WHKC Columbus and WHK Akron (formerly WCLE Clev land), which were authorized the FCC to shift channels and crease power to 1,000 w [BRO CASTING, May 25, 1944] have changed to their new frequenc under the increased power w test programs conducted on F 25. WHKC, a Mutual outlet, operate from 6 a.m. to 1 a.m. in event of emergencies will op ate on a full 24-hour schedule, cording to Carl Everson, WHK general manager. Changeover cessitated change in wavelength 610 kc from 640. WHKK will operate on 640 kc, limited time

Another
WKY
First
WKY
NBC
U.S.

A RADIO CLINIC ON "THE RETURNED SERVICEMAN"

Lt. General W. D. Styer, Chief of Staff, ASF, is interviewed by Julie Benell, producer of "Women Commandos" five mornings a week on WKY.

Program Series Presenting Best Thinking f Top Military and Civilian Authorities n this Timely Subject for Women Listeners

N ever increasing numbers, women on the home front are meeting the prob- n of the returned serviceman.

Sensing the need for advice and infor- tion on this matter by Oklahoma men in order that they may be pre- red to help these men make necessary justments, Miss Julie Benell, producer "Women Commandos", initiated and nducted a 10-day clinic over WKY on subject from January 29 to Febru- y 9.

Each of 10 programs featured an inter- ew with authorities on the subject in th military and civilian circles. Inter- ews were conducted and recorded in ashington with such high-ranking army icers as Lt. General W. D. Styer, Chief Staff, ASF; Major General Norman Kirk, Surgeon General, USA; Major General Joe N. Dalton, Chief of Personnel, ASF; and others.

Civilian authorities interviewed were Governor Robert S. Kerr, of Oklahoma; Dr. G. L. Cross, president of the University of Oklahoma; Mrs. Edyth Wallace, home counsellor; and others.

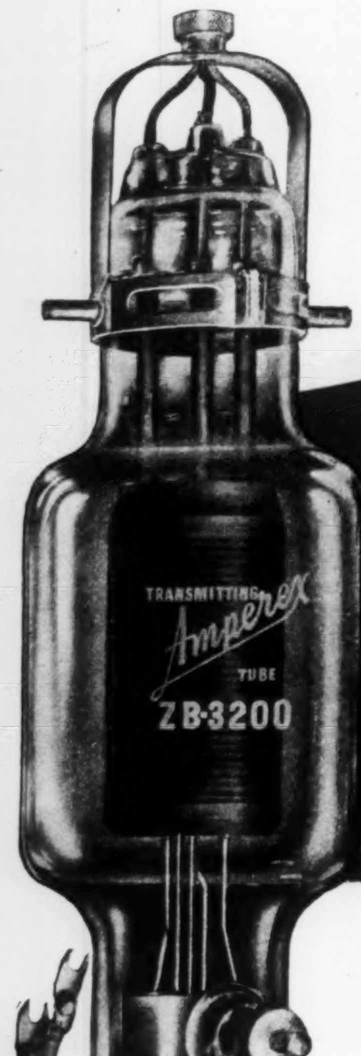
The day following the close of the clinic, 3,096 requests had already been received for digests of the series and copies of individual broadcasts.

Said General Kirk, "I think this is the most forward-thinking idea that has been put into effect on this vital subject."

Anticipating the needs of its listeners and supplying these needs promptly is characteristic of WKY's longtime service to Oklahoma . . . and the reason why WKY is foremost in the favor and esteem of Oklahoma listeners.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



...WHY

AMPEREX

WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

An *"Amperextra"* greatly responsible for the high efficiency of *Amperex* tubes are our specially designed filaments. These filaments are correctly proportioned to take advantage of the full projected filament area. As a precaution against strain in processing, each filament is pre-formed and cleaned in vacuum before being mounted. This *"Amperextra"* is only one of many *Amperex* developments which, in total, make for longer operating life and greater economy.

NOTE! *There are more than 100 different types of Amperex tubes for broadcasting, industrial and electro-medical applications. Many of our standard types are now available through leading radio equipment distributors.*

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET • • • • • BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlab"

HELP KEEP THE CASUALTY LISTS DOWN ... DONATE BLOOD TO THE RED CROSS

50-kw Stations Gross Over 58 Million Dollars in 1944

FCC Report Shows Net Time Sales Up 19.85%; Increases of 53 Outlets Range to $973,000

50-KW broadcasting station last ear was good for better than a ,000,000 gross business, according to a report issued last week the FCC, based on operations these stations using highest per- issible power. At the same time e Commission announced a public aring for May 9 to determine hat changes should be made in location policies with reference to ar-channel stations.

The 53 standard stations operat- g with 50 kw reported net time les (after deducting agency com- issions) of $58,624,000. This was increase of $9,708,000 (includ- g $117,000 for a newly added ation), or 19.85% more than the ount reported by the 52 stations en operating with the power in 43. The 1943 increase over 1942 s 16.39%.

Increase to $973,000

The reported increases in net e sales, said the Commission, nged from $64,000 to $973,000 the 53 stations. They were ouped as follows: 16 stations with creases between $64,000 and 00,000; 22 stations (including w one) with increases between 00,000 and $200,000; 11 stations th increases between $200,000 d $500,000, and four stations th increases between $500,000 d $973,000.

The 50 kw stations are located 25 states and the District of Columbia as follows: One in each of these 14 states: Washington, Missouri, Colorado, New Mexico, Utah, Oklahoma, Maryland, Massachusetts, Kentucky, Michigan, Virginia, Georgia, Connecticut, West Virginia; two in each of these states: Iowa, Louisiana, Minnesota, North Carolina, Tennessee; three in each of these states: California, Ohio, Pennsylvania; five in Illinois; six in Texas; eight in New York; one in District of Columbia.

High Price

Fourteen are owned and operated by three of the major networks as follows: CBS 7, NBC 5, Blue 2. Principal owners of 29 stations have other interests, including seven manufacturing, 11 publishing, three insurance, two theatres, two educational, one automobile distributor, one oil company and one department store. The remaining 10 licensees have no business other than broadcasting.

The new station is KWBU Corpus Christi, Tex. and there is one outstanding construction permit for 50 kw, that of WINS New York, sold last month by the Hearst interests to the Crosley Corp., Cincinnati, licensee of WLW, pending FCC approval [BROADCASTING, Jan. 29]. The price has been reported as $1,700,000, highest ever paid for an independent station.

Only one of the 53 stations reported is not affiliated with any of the major networks. That is WHN New York which does have intermittent network connections for special broadcasts, the FCC reported. Stations and their affiliations follows:

NBC (24 stations)—KOA Denver, KPO San Francisco, WEAF New York, WMAQ Chicago, WTAM Cleveland, all owned and operated by NBC; KDKA Pittsburgh, KFI Los Angeles, KOB Albuquerque, KSTP St. Paul-Minneapolis; KVOO Tulsa, KYW Philadelphia, WBAL Baltimore, WBZ Boston, WGY Schenectady, WHAM Rochester, WHO Des Moines, WLW Cincinnati, WOAI San Antonio, WPTF Raleigh, WSB Atlanta, WSM Nashville, WTIC Hartford, WBAP Fort Worth, WFAA Dallas.

CBS (20 stations)—KMOX St. Louis, KNX Los Angeles, WABC New York, WBBM Chicago, WBT Charlotte, WCCO Minneapolis, WTOP Washington, all network owned and operated; KIRO Seattle, KRLD Dallas, KSL Salt Lake City, KTRH Houston, KWKH Shreveport, WCAU Philadelphia, all network owned and operated; KIRO Seattle, KRLD Dallas, KSL Salt Lake City, KTRH Houston, KWKH Shreveport, WCAU Philadelphia, WHAS Louisville, WJR Detroit, WKBW Buffalo, WLAC Nashville, WRVA Richmond, WWL New Orleans, WCKY Cincinnati [CBS returns to WKRC Cincinnati in June when its present contract with WCKY expires].

BLUE (6 stations)—WJZ New York, WENR Chicago network, owned and operated; KWBU Corpus Christi; KXEL Waterloo, Ia., WWVA Wheeling, W. Va.; WLS Chicago.

MUTUAL (2 stations)—WGN Chicago; WOR New York.

BBC Video Inquiry

INQUIRY into all the as- ts of postwar television has been completed by the British adcasting Corp., Sir Allan Pow- BBC's chairman of the Board Governors, revealed in a speech fore delegates to the Common- alth Broadcasting Conference in ndon. Sir Allan stated in his w "in quite a few years we shall some means or another have evision available in most of our mes."

INTERNATIONAL SHOE Co., St. Louis, for its Red Goose Shoe division on Feb. 18 presented a film "Circus Folks" on WABD New York, the Allen B. DuMont video station. Movie was made by Fotosound Studios.

Prove It **FIRST:-**

EXCLUSIVE

TEST MARKET
URBAN-RURAL
99% NATIVE BORN WHITE

No other Primary Signal is received in our area.

WSLB

OGDENSBURG, N. Y.
(MUTUAL)

The Walker Co., *Representatives*

✣

PROVE IT FIRST VIA WSLB
AN IDEAL TEST MARKET

How do you rate

LOCAL PROGRAM QUALITY?

No one attaches that disparaging little phrase, "just another sustainer," to KFI's Public Service programs. And for two very good reasons: Firstly, these features are intelligently planned always to reflect the local flavor of the community . . . its institutions . . . and its worthy war-effort agencies. Secondly, the quality of showmanship and production is of "network calibre."

For instance, KFI's own Christmas Day programming was heard by 61.2% of all radio families in Southern California . . . an audience that was four times greater than the second most popular station.

And this station's Los Angeles Philharmonic Young Artists' Competition — the finest locally produced symphonic program heard in Southern California — built an audience of 4.8 in its first six broadcasts.

A survey of three other KFI evening Public Service Programs disclosed that two of the three lead all other features on the air in the same time period with the third rated a close second.

So, if you are an analytical time buyer aware of the value of a station's *local* program power, there's a "warmed up" audience of receptive and responsive listeners awaiting you on KFI!

KFI . . . NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD C. PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

Rogow Opposes 'Post' Crusade Against Middle Commercials

EDITOR BROADCASTING:

I read BROADCASTING'S story—"*St. Louis-Post Dispatch* Urges Clean-up of Newscasts by Nets"—in the Jan. 22 issue—and I just finished your editorial, "Midway Discord" in the issue of Feb. 5. Here's something that I can't let pass, without uttering a long, loud yelp of disapproval. Because the *Post-Dispatch* editorial strikes me as a crusade that not only unjustifiably smears the swell job so many stations are doing with the broadcasting of news—but a crusade that joins two separate and distinct issues—both of which are based on false premises. The *Post-Dispatch* calls on the four networks to: (1) quit interrupting news broadcasts with commercial plugs and (2) to quit permitting these broadcasts to be sponsored by objectionable advertisers.

I'm not going to spend much time on No. 2. If the *Post-Dispatch* has some specific charges of "false, fraudulent, unworthy and disgusting advertising" by the sponsors of news programs on any of the four networks, and really has the interests of radio at heart, there's an easy, quiet way to get some quick action. But then, the circulation of the paper wouldn't have a chance to "see what a great guy the *Post* is"!

I hold no brief for the indiscriminate sale of news programs to any advertiser that comes along. Product and copy should always have been scrutinized carefully by any radio station worthy of the name. Bad judgment has been evident in some cases—but when you really get down to those cases, you'll find that most of them fall in the category of local news programs, created, produced and sold by stations affiliated with the four networks, or independents. So much for that.

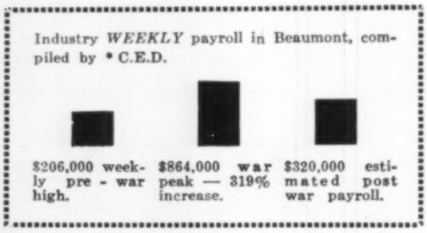
Now, let's have a good look at that point No. 1—"quit interrupting news broadcasts with commercial plugs". Why? Well, the editorial contends that "the public should not be compelled to listen to commercial plugs in the midst of news like this," (war news). And to bolster that opinion, the *Post* quotes Leo Fitzpatrick's opinion at length—it looks like the complete announcement that was made explaining WJR's ban on middle commercials. Notice, I used the word "opinion" twice. Mr. Fitzpatrick said that "the public today listens to radio news with reverence and solemnity." I call on Mr. Fitzpatrick and the *Post* to prove that flat

CHATTING IN CORNER at re
1944 NBC party in Chicago
Frank Reed, timebuyer of
Blackett Adv., Chicago, and
Stewart, radio director of Ro
Williams & Cleary, Chicago age

statement. Radio has suffered
siderably in the past, from care
utterances of well known figures
which are based on *guesswork*,
stead of *facts!* WJR may *think*
public is listening to war news
a different ear in 1945 than
1940. But is that really so?
anyone gone to the trouble and
pense of finding out? I have ne
seen or heard of such a study be
undertaken.

On the other hand, there is
siderable evidence that *good*
programs — sponsored by de
firms—using well written mi
commercials—have *increased*
popularity during the war. D
take my word for that—check
numerous data on radio listen
since Pearl Harbor. You'll
ample confirmation. But bey
that, it has been my lot to hav
finger on the *daily* pulse of
news programs since the late 19
Half of those years, watching au
ence reactions through a radio
tion's eyes—the past nine ye
from the agency side of the fe
I mention that only to support
contention that this isn't a lopsid
prejudiced squawk. As a result
that long, mixed experience, I ca
help but be as mindful of the
gations of a radio station to
listeners—as I am of a statio
obligations to its clients—and
our obligations to our clients.

Several of our clients have b
sponsoring quite a number of ne
programs for five or six consecu
years. That goes back before Pe
Harbor by more than two yea
Had there been any noteworthy
verse change in the attitude of
teners to the middle commerc
during these programs, after



Approximately $864,000 is paid out WEEKLY in Beaumont to industrial workers alone. Yes, they are spending some of it now, and they're saving some of it to spend LATER. Shipbuilding, oil, and synthetic rubber plants are topping activity in this phenominal market now. And there's plenty of evidence to show this is a stabilized market for post war—(Ask for copy of * C.E.D. Survey on Beaumont).

KFDM is your Standout major network station which gives you full coverage and penetration of the rich Sabine area.

Industry *WEEKLY* payroll in Beaumont, compiled by * C.E.D.

$206,000 weekly pre-war high.

$864,000 war peak — 319% increase.

$320,000 estimated post war payroll.

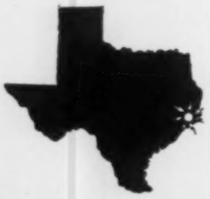
* Committee for Economic Development.

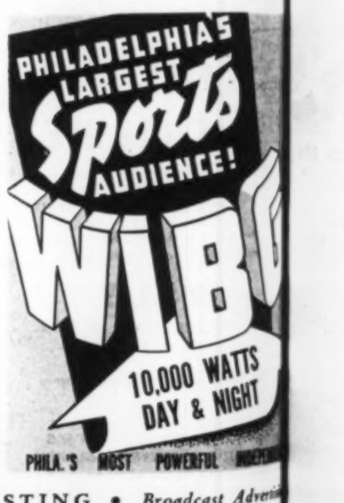
KFDM
BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

TAYLOR-HOWE-SNOWDEN
Radio Sales





we return you now to Manila

Customary closing for overseas broadcasts is: ". . . we return you now to the United States." This was reversed in effect when Mutual presented the first eyewitness description of U. S. re-entry into Manila, on Sunday, Feb. 4, 1945.

Mutual's man in Manila that day was Royal Arch Gunnison. It is good that he could have seen, and reported to America, the actual liberation. Gunnison remained at his Mutual post in Manila until all communications were cut off when the Japs moved in, three years ago. He was the first radio correspondent to enter the freed city and proceed to a transmitter when MacArthur and his men came back, three weeks ago. Three times in that one night, the Mutual News Division brought home his deeply moving word-pictures . . . firsthand reports which news services and newspapers saw fit to quote verbatim.

Mutual shares the nation's pride in General MacArthur's promised triumph; we're proud, too, that we enabled American listeners to return to the Philippine capital in its hour of delivery, through the eyes of Royal Arch Gunnison.

And it was personally gratifying—to us and to the Mutual audience—to have rendered this stirring service a scant week after our exclusive delivery of the voice of Chiang Kai-shek, direct from Chungking, on the occasion of the opening of the Stilwell Road.

This...is MUTUAL

was declared, isn't it reasonable to assume that some sizeable expression of resentment would have cropped up, through—

(a) Complaints to the station?
(b) Complaints to the advertiser?
(c) Dwindling of audience?

Well, what happened? Sure, we received complaints about the advertising— not middle announcements, mind you—just advertising. During all these years—pre-war and war years combined—there was a huge total of twelve or fifteen letters of complaint received by the more than thirty stations involved—and most of these arrived at the outset of the campaign, right after the programs went from sustaining to commercials! Against that, our clients have but to dig into their files to show you several hundred letters praising the commercials on these very same programs! And the most recent audience studies show practically all these programs at or near their all-time high peak of listener interest! And better yet—they are continuing to produce unmistakable evidence of satisfactorily performing the advertising chore, for which they were purchased!

I can't seem to forget that under our system of broadcasting—American radio stations are able to bring to the communities they serve the finest broadcasting service in the world—through revenue received from advertising. And I think it's nothing short of a crime to see a policy creep into the picture which has *never been proved* to yield better or more desirable service to listeners—but very definitely increases the cost and decreases the effectiveness—for the advertisers who foot the bill!

Herzog Appointed

E. F. HERZOG has been appointed designing engineer of the transmitter division of the General Electric Co. electronics department, J. J. Farrell, chief engineer of the division announced. Mr. Herzog first joined the company in 1929 and has been assistant to the chief engineer since July 1944. He will now be responsible for the design of all products of the division, with headquarters in Schenectady.

TWIN CITIES radio women met to discuss the NAB District meeting held in Minneapolis Feb. 12-13. The group elected Darragh Aldrich of WCCO Minneapolis-St. Paul as director of women's activities in the NAB 11th District. Front row (l to r): Kenena MacKenzie, WCCO; Bee Baxter, KSTP; Dorothy Spicer, KSTP; Miss Aldrich, WCCO; Ruth Sherman, WDGY; Ruth Swanson, WLB. Back row: Arlene Haeberle, WTCN; Jeanne Kimbal, WLOL; Judy Bryson, WTCN; Irma Coffman, WDGY; Ellen Boltz, WTCN; Irene Brant, WMIN; Karin Elfstrand, WLOL.

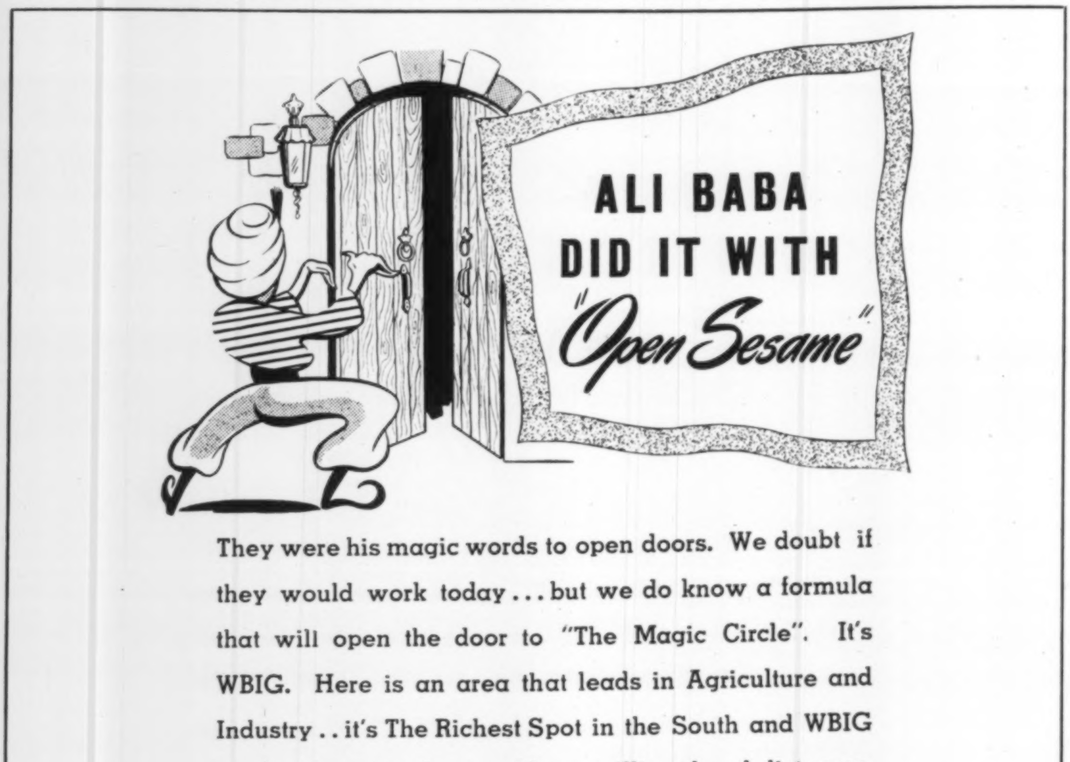
Perhaps I'd feel less critical about the suggested elimination of middle commercials in news programs *if* WJR had cut the cost of their quarter-hour news packages 40 or 50%, when they decided to ban the most important message of three—and *if* the radio station owned and operated by the crusading *St. Louis Post-Dispatch* had demonstrated that it really knew how to "build a better mouthtrap" by having the most popular news programs in St. Louis! Unfortunately, the records show that isn't the case!

Getting right down to fundamentals, if you were to put the question to the public, whether they preferred all radio programs with or *without* advertising—you know what the answer would be, a landslide for *no advertising*. But you also have good reason to know, by what has taken place in other countries—how fast a change from the present system of radio supported by advertising—would bring about deterioration of programs — programs which are recognized and envied as the finest in the world. If you encourage the dropping of middle commercials now—without adequate study of just what that means to an advertiser's dollar—what's to prevent another brilliant suggestion next year to drop the opening commercial—and the following year with all ears focused on only one offender—get rid of the closing announcement, too!

Telegraph Tale

Do you remember that old gag about the fellow who wrote out a telegram—then started, with an eye to economy, to cut out superfluous words? One by one, he found each word non-essential and wound up by having nothing left at all!

WILLIAM ROGOW, vice-president
Neff-Rogow Inc.
New York City
Feb. 7



ALI BABA
DID IT WITH
"Open Sesame"

They were his magic words to open doors. We doubt if they would work today ... but we do know a formula that will open the door to "The Magic Circle". It's WBIG. Here is an area that leads in Agriculture and Industry .. it's The Richest Spot in the South and WBIG is the favorite Spot with a million loyal listeners.

MAGIC CIRCLE
OF 50 MILES

EDNEY RIDGE, DIRECTOR
WBIG
GREENSBORO, N. C.

THE PRESTIGE STATION OF THE CAROLINAS

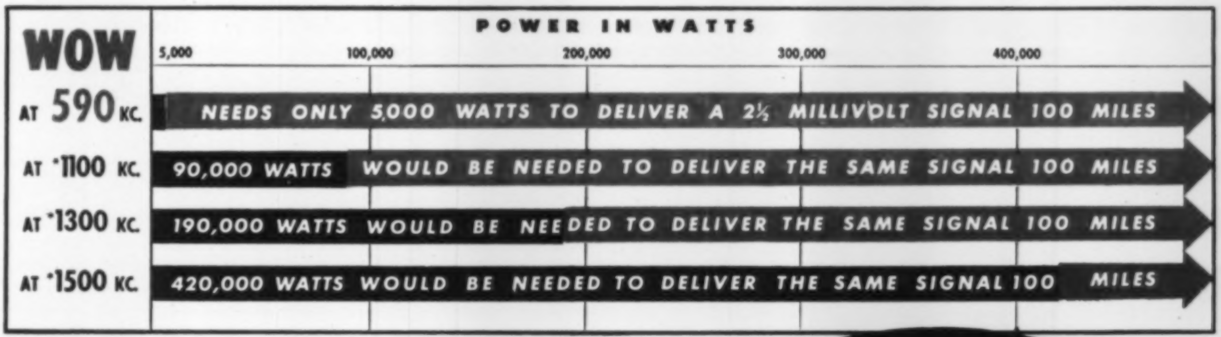
5000 WATTS DAY AND NIGHT

WINSTON SALEM
THOMASVILLE
HIGH POINT
GREENSBORO
REIDSVILLE
DANVILLE
SALISBURY
LEXINGTON
ASHEBORO
BURLINGTON
DURHAM
W CBS I G

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW
America's Leading
Foreign Language Stati

WHEN YOU THINK OF A NUMBER
590
Means Coverage!

WOW lays down a 2½ millivolt signal within a 100-mile (or more) radius of Omaha. That is because WOW uses 5000 watts power on a nearly ideal frequency of 590 kilocycles. The chart below, based on computations by competent radio engineers, illustrates how much *more* power is needed to lay down a 2½ millivolt signal 100 miles at higher frequencies.



NEEDS ONLY 5,000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES

90,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

190,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

420,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

IT'S A FACT - - -

WOW is easily *heard* anywhere within a 100-mile radius of its transmitter—because WOW puts 5000 watts power on a *590-kc frequency.*

WOW is *listened to* because of its 21-year record of providing the best in radio, including basic NBC programs since 1927.

Those are two sound reasons why WOW can do your radio advertising job within a hundred miles PLUS of Omaha . . . ALONE!

*These are the approximate frequencies of other full-time stations in this area.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

WHAT FARM PROBLEM?

No. Top hats, white gloves, and canes are not part of the work clothes in Iowa—even though some self-styled "farm stations" apparently think so, from their big-city-type programs. But no matter what our farmers wear, their average farm income in 1943 was $7,672, with a probable 20% increase in '44!

To reach these prosperous farmers your best bet is KMA, the No. 1 Farm Station of the No. 1 Farm Market. Because our area is practically all rural, we cater *full-time* to farm listeners. No half-hour "farm programs" interspersed with jive-records are on *our* schedule! No elocution-school products give our market reports and USDA requirements. KMA speaks in good, neighborly, Iowa plain-talk! And our talent staff isn't of the wise-cracking night-club variety; they're more homespun and wholesome.

The result? More than *twice* as much listener-mail as any other station in this area receives. That should mean, for you, more than twice the chance of making sales.

Some availabilities are still open! For information, call us or write Free and Peters.

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND
SHENANDOAH, IOWA
FREE & PETERS, INC.
Exclusive National Representatives

ROYSTER DEFENDS MIDDLE COMMERCIAL

EDITOR BROADCASTING:

I have been following with a great deal of interest the statements of several stations concerning the carrying of middle commercials in newscasts. Having served a number of years as editor and publisher for weekly and semiweekly magazines and papers, and for the past 10 years exclusively in radio, I beg to take issue on this subject.

Like motion pictures, the radio station who doesn't cater to the tastes of the general public or listeners, will quite naturally be eliminated as a medium of entertainment. You can't censor, or regulate morals or plans for the people. Just why isn't it permissible to carry a commercial in the center of a newscast, when a daily paper carries a commercial in between certain stories or news items in their columns? You start a news story on page 1 of your paper, and find it continued on page 8. In between those pages are pyramided several advertisements and many times you find an advertisement sandwiched in between a story on one page.

Our American radio is the finest in the world, and I'm for making it still better, but in most of the towns having radio stations, the majority of the concerns who sponsor newscasts find it impossible to properly present his story of the store and its sale or goods in the forty or fifty words of the commercial announcement at the beg ning and end of the newscast recently tuned in 22 stations in v rious parts of the United St and listened to their newsca and even the one selling pa medicines failed to kill my de to hear the late news. It would fine of course, if all stations co eliminate commercials, but just h would we pay salaries and a di dend on our investments? The m lenium hasn't arrived yet, and think if more large and small s tions would try to run a first cl standard station and not be wrought up with FM and televisi which is from 4 to 15 years aw the stations and their listene would be much better off.

N. L. ROYSTER,
Manager,
WOLS Florence, S.

To Acquire KGHI 10%

S. C. VINSONHALER, gene manager of KGHI and form minor stockholder in KLRA pri to the duopoly severance of the t Little Rock stations, is to acqu 10% interest in KGHI for $12, according to an application fi with the FCC. Assignment license is requested from A. Chilton and Leonore H. Ch ton (each half interest), doi business as KGHI Broadcasti Service, to the new partnershi A. L. Chilton 45%, L. H. Chilt 45% and Mr. Vinsonhaler 10 The Chiltons at one time had erated both KLRA and KGHI.

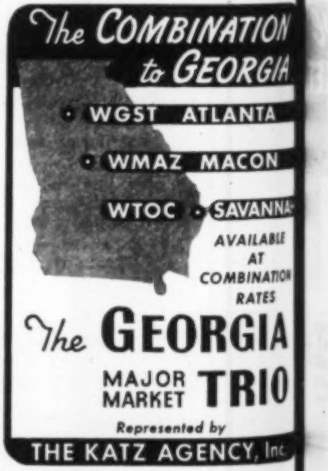
OWI PACKET, WEEK MARCH 19

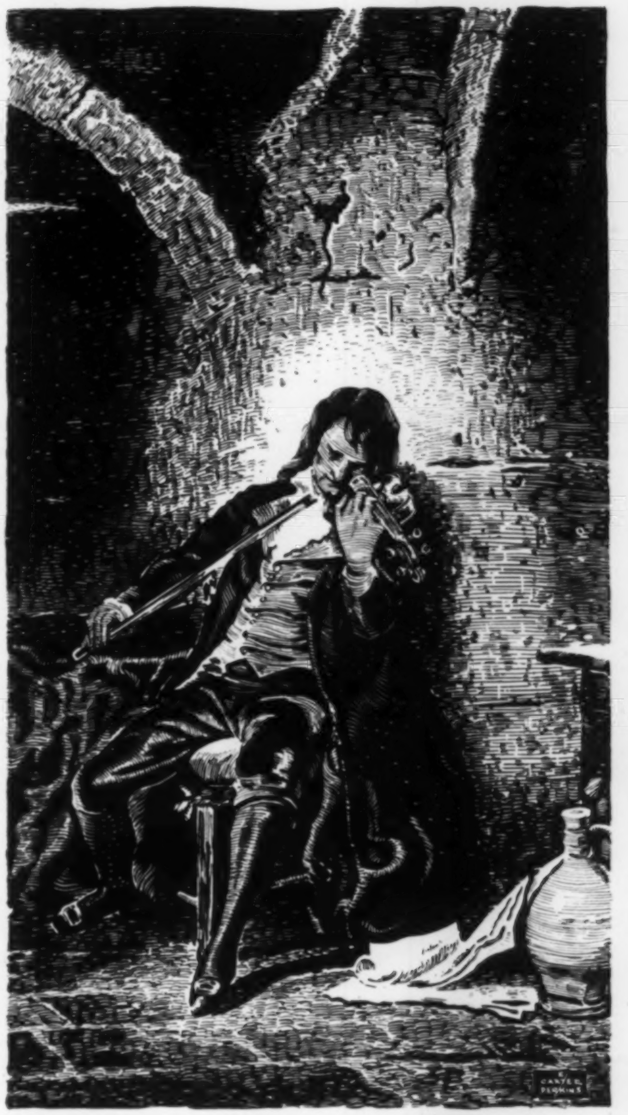
Check the list below to find the war message announcements you will broad during the week beginning March 19. OWI transcriptions contain six 50-seco announcements suitable for sponsorship and three 20-second chain breaks on ea side of discs. Tell your clients about them. Plan schedules for best timing these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Tr
Hold Prices Down	X	--	--	--	--	--	--
Merchant Marine	X	--	--	--	--	--	--
The Job Ahead—Japan	--	X	X	X	X	--	--
Red Cross	X	X	X	X	X	--	--
Victory Garden	--	--	X	--	X	--	--
Planned Saving	--	--	--	--	--	X	X

See OWI Schedule of War Message 152 for names and time of programs ca ing war messages under National Spot and Network Allocation Plans.

IT DOESN'T TAKE
MAGIC
TO GET RESULTS FROM THE MAGIC VALLEY
KTFI
TWIN FALLS · IDAHO


The COMBINATION to GEORGIA
WGST ATLANTA
WMAZ MACON
WTOC SAVANNA
AVAILABLE AT COMBINATION RATES
The GEORGIA MAJOR MARKET TRIO
Represented by
THE KATZ AGENCY, Inc.



ONE MAN IS A POOR AUDIENCE!

Niccolo Paganini, greatest of all violin virtuosos, languished in a Genovese jail for breach of promise. To while away the hours, he played his favorite composition, Beethoven's Quartet in F.

Such magnificence of tone—such perfection of technique. But Paganini's audience consisted of one man—the jailer, who listened outside his cell, spellbound with admiration.

Fortunately for Paganini and the world at large, he was soon released from jail, and played before audiences of thousands.

A program broadcast over a radio station which the public does not tune-in, is like a virtuoso in jail—without an audience.

Your product, advertised over WCBM, will "play to thousands," for listening to WCBM has become a habit in Baltimore.

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

Labor Problems Confront Television

Many Unions Entering Art; Jurisdictional Contests Likely

By BRUCE ROBERTSON

JAMES C. PETRILLO's order to musicians not to work on television programs until further notice is a forcible reminder that there are other problems on the video horizon besides those of allocations and technical developments. Unlike sound broadcasting, which had its operation pattern pretty well developed before it was confronted by demands of organized labor, television from the outset must deal with musicians, actors and singers, engineers, scene shifters and a number of others belonging to unions strongly established in the theater, movies and radio.

The American Federation of Musicians was one of the first unions to establish standards for television. Three or four years ago the New York local of AFM notified the pioneer television broadcasters in that city that they must pay musicians $18 for video performances of an hour or less, plus a $6 rehearsal fee. Use of network staff musicians on affiliated television stations was banned when the union discovered it.

Brought Silent Video

Attempts of New York telecasters to secure from the local union rates more in keeping with their present limited audiences met with no success, and the situation has not improved since Mr. Petrillo notified his organization that television is a matter to be handled only by the International Executive Board.

One result of the excessively high scale for musicians, which also applies to remote pickups, has been several highly ridiculous silent telecasts of musical shows. Another, and one which might well give the AFM pause, is the amazing variety of non-musical video programs which have been produced, and the success with which musical backgrounds have been supplied through recordings.

Potential dynamite, although not so pressing as the musicians at the moment, is the technician union situation. At NBC's video stati WNBT, the technicians are members of the National Assn. Broadcast Engineers and Tec nicians, whose contract with NB gives the union control over technical equipment. The definiti of that phrase, and whether it i cludes cameras, lights and oth television apparatus, may lead to dispute over union jurisdiction bitter as the present NABET-AF fight over platter turning.

Unions Making Bids

The International Alliance Theatrical and Stage Employ (IATSE) and Moving Picture Ma chine Operators of the Unit States and Canada, which will u doubtedly supply the projectionis for video programs on film as does for theater movies, also ha its eyes on other technical opera tions of television. At WCBW, th CBS video station, where the tec nicians are members of the Inte national Brotherhood of Electric Workers, the jurisdictional que tion may possibly be settled by ruling from the AFL national of fice, as both IATSE and IBEW ar AFL unions.

American Communications Ass CIO union with jurisdiction ove broadcast engineers, is also likel to enter the video picture and mak its bid for the right to give i members the many jobs that opera tion of television cameras an lights is certain to produce.

Wage Problem Looms

In the field of performers, apar from musicians, AFRA, Actors Equity and Screen Actors Guil several years ago set up a join television committee to watch de velopment of this new field of em ployment for their members. So fa these unions have limited their de mands on television to requirin their members to report details o video employment, including hour worked and pay received. They have established no minimum scales, adopting the theory tha if one of their members wants to gain experience before the cameras at a low fee it is all right for him to do so as long as the television broadcasting company does not exploit him for its own profi

Undoubtedly these talent unions will present their demands on tele-

Just lift your

Receiver

for information on markets and radio in the great Middlewest and Southwest

It's easy to obtain accurate, up-to-the-minute information from any Taylor-Howe-Snowden representative. Test it—see for yourself. Ours is a service which is extra helpful in many extra ways!

TAYLOR-HOWE-SNOWDEN
Radio Sales

affiliates

OKLAHOMA STATIONS AND OKLAHOMA NETWORK

KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore

LOUISIANA STATION

KRMD—Shreveport

TEXAS STATIONS

KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio

LONE STAR CHAIN

KFYO—Lubbock, Texas
KGKO—Ft. Worth, Dallas, Texas
KGNC—Amarillo, Texas
KRGV—Weslaco, Texas
KTSA—San Antonio, Texas
KXYZ—Houston, Texas

sales offices

General Offices: Amarillo, Texas, Radio Building; Telephone: 4242; General Manager: Alex Keese.

New York 18: 19 West Forty-Fourth Street; Telephone: Murray Hill 2-2485; Manager: Jack Keasler.

Chicago 1: 360 North Michigan Avenue; Telephone: State 5260; Manager: Tom Peterson.

Dallas 1: 805 Tower Petroleum Building; Telephone: Riverside 5663; Manager: Clyde Melville.

Hollywood: 6362 Hollywood Blvd.; Telephone: Granite 6113.

San Francisco: 681 Market Street; Telephone: Garfield 5512.

Seattle: 2101 Smith Tower; Telephone: Elliott 7417.

Portland: Studio Building; Telephone: Beacon 4107.

REACH THE *Active*
SALT LAKE MARKE
THROUGH
KDY
UTAH'S NBC STATIO
Utah has one of the highest per capi ratings as a radio listening mark
JOHN BLAIR & CO. National Representati

CARUSO

McCORMACK

FIEDLER

BLACKINGTON

FIVE BOSTON BANKS *bank on* WBZ

These bankers . . conservative business men, in the stronghold of conservatism . . are given to scrutinizing investments with a cautious and evaluating eye. They are rigidly bound by law and ethics in the disbursing of the funds intrusted to them.

Here is what they bought . . programs, mind you, not announcements or station-breaks:

BANK	PROGRAM	TIME
THE PROVIDENT INSTITUTION FOR SAVINGS	"Dress Parade." A recorded show, emceed by Malcolm McCormack	Monday, Wednesday, and Friday 7:05 - 7:25 A. M.
THE SOUTH BOSTON SAVINGS BANK	"News," with Carl Caruso	Sunday, 1:00 - 1:15 P. M.
THE FIRST NATIONAL BANK OF BOSTON	"Sunday at 4:30," with Arthur Fiedler. 45-piece orchestra.	Sunday, 4:30 - 5:00 P. M.
NORTHEAST FEDERAL SAVINGS LEAGUE	"Yankee Yarns," with Alton Hall Blackington	Friday, 7:30 - 7:45 P. M.
THE NATIONAL SHAWMUT BANK OF BOSTON	"Frontline Headlines," with John Barry	Monday, Wednesday, and Friday 7:45 - 8:00 P. M.

It is significant indeed that WBZ should include more banks in its roster of sponsorship than any other Boston station. They have discovered, and put to work, what agencies and time-buyers generally may profitably ponder: that this station delivers proved results, and that any time, day or night, is a good time to advertise, to an audience so well assured, numerous and responsive.

Consult NBC Spot Sales for availabilities on WBZ and WBZA.

BARRY

WBZ
WBZA
BOSTON — SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

WOWO • KEX • KYW • KDKA • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

AN AUTHENTIC SURVEY OF
IN THE SYRACUSE

At Last! The 1945 Factual, C.P.A. Certified

The city of Syracuse, where 205,967 people live in 55,452 radio homes, is the center of a 40-mile retail area where live 395,437 more people in 98,320 additional radio homes. Thus there is a total of 601,134 people, 153,772 radio homes in the 40-mile radius of station WSYR.

This is only a part of WSYR's more-than-a-million population primary coverage within its own market, but it is a concentrated market of extreme importance. For that very reason we determined to take the guesswork out of radio listening habits. We wanted an authentic poll on which we could place reliance.

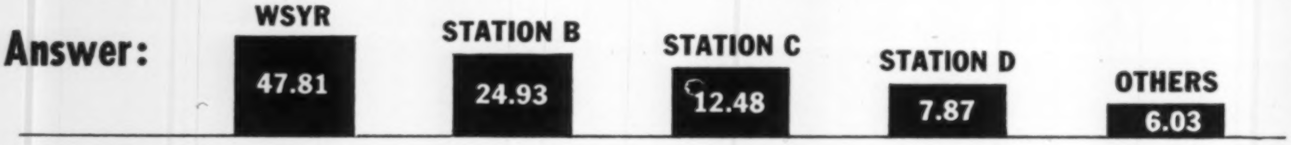
So WSYR took the most logical step to obtain an unimpeachable survey of station *leadership* in this area. We turned the problem over to two reputable Syracuse firms, specifying only that we wanted a conclusive mail study made and we authorized them to make such a study on a scientific basis. These firms were: The Syracuse Letter Company, and the accounting firm of Stover, Butler and Murphy.

The results were truly amazing! Replies were received *from 1 out of every 28 radio homes* in the Syracuse retail area. A total of 5,493 were tabulated and certified.

The charts below carry the story. Here is the final answer to an authentic survey of the question of which station has leadership in one of the nation's richest markets.

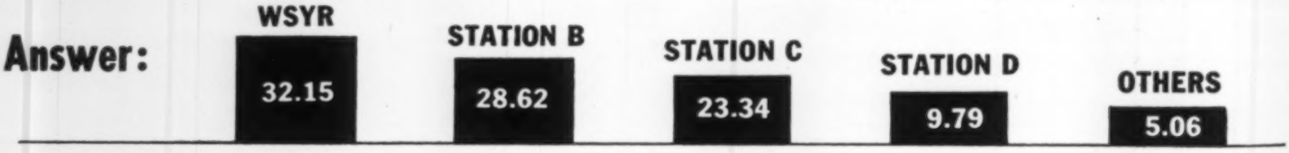
Question: *TO WHAT STATION DO YOU LISTEN MOST AT NIGHT?*

Answer:

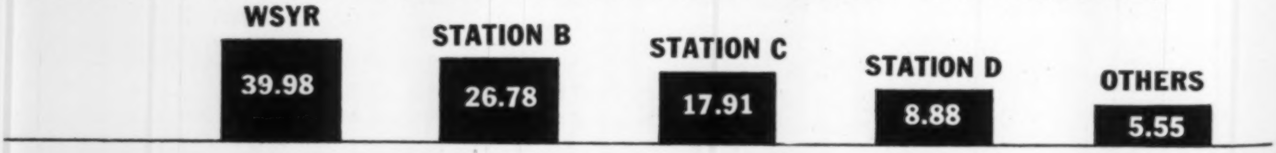


Question: *TO WHICH STATION DO YOU LISTEN MOST DAYTIME?*

Answer:



Conclusion: *TOTAL AVERAGE DAY-PLUS-NIGHT LISTENERS!*



570 KC
5000 W
WSYR, Syracuse
Represented by Paul H. Raymer Compan
ASSOCIATED WITH WTRY, WELI, WKN

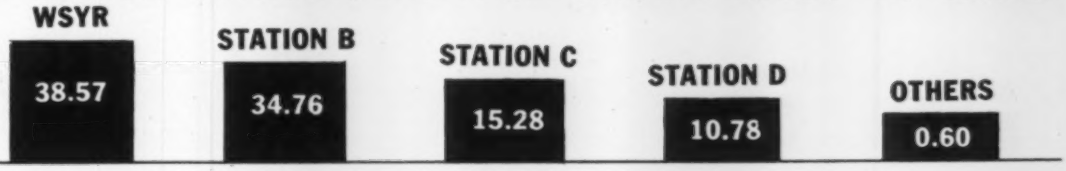
RADIO STATION LEADERSHIP TRADING AREA!

Study of Radio Station Leadership

(In Syracuse city limits only)

Question: *TO WHICH STATION DO YOU LISTEN MOST AT NIGHT?*

Answer:



Who is Your Favorite Radio Comedian?

*Bob Hope
*Jack Benny
*McGee & Molly
*Eddie Cantor
*Joan Davis
*Charlie McCarthy
*Abbott & Costello
*Gildersleeve
*Bob Burns
Burns & Allen

Listed in order of preference as shown by this study. *Indicates heard over WSYR

Who is Your Favorite Radio Singer?

*Bing Crosby
Kate Smith
*Frank Munn
Frank Sinatra
Nelson Eddy
*J. Charles Thomas
*Richard Crooks
*Dinah Shore
*Ginny Simms
*Dick Haymes

Listed in order of preference as shown by this study. *Indicates heard over WSYR

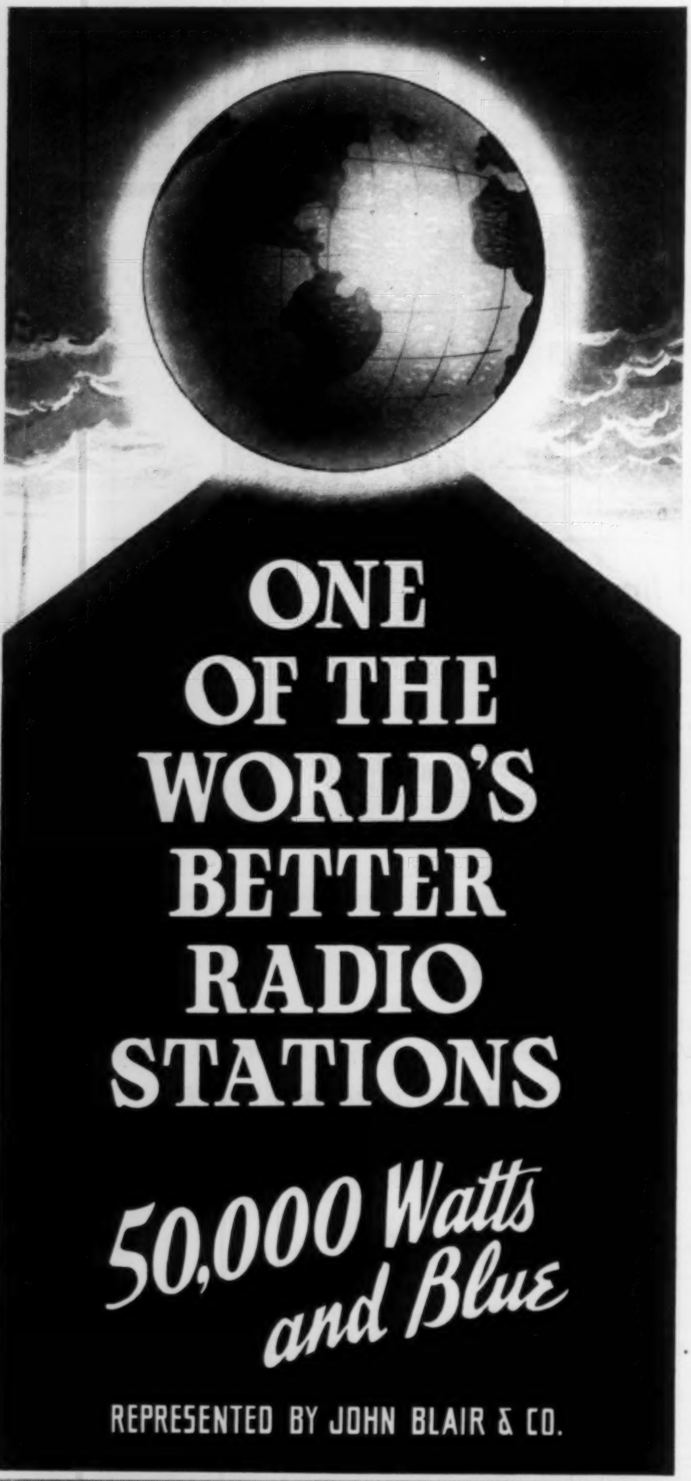
Who is Your Favorite Radio Commentator?

*Thomas
Heater
*Vadeboncoeur
Winchell
Lewis
*Ekins
Williams
*Kaltenborn
Swing
*St. John

Listed in order of preference as shown by this study. *Indicates heard over WSYR

LEADERSHIP IS GAINED BY QUALITY PROGRAMS BACKED BY CAPABLE, SINCERE STATION MANAGEMENT. WSYR HAS THOSE FACTORS AND, MAKE NO MISTAKE, WSYR HAS LEADERSHIP

XUM



ONE OF THE WORLD'S BETTER RADIO STATIONS

50,000 Watts and Blue

REPRESENTED BY JOHN BLAIR & CO.

WWVA

WHEELING, W. VA.

A FORT INDUSTRY STATION

YOU CAN BANK ON US!

vision when sets are on sale and the art begins big time operation to develop audiences salable to sponsors. An inter-union dispute over jurisdiction is possible here, as none of the three organizations has relinquished its claim to control of this new field, but it is considered unlikely on the basis of the past history of these unions, which are all branches of the Associated Actors and Artistes of America, parent AFL theatrical union.

It has been pointed out that while television is somewhat like sound broadcasting and somewhat like motion pictures it is actually neither of them, but a new medium of communication that is just starting to develop. It requires of its backers a heavy capital investment and a willingness to operate for a considerable period of time with little or no income. Excessive demands from organized labor might well retard television's growth for many years; might possibly kill it altogether. Television broadcasters, on their part, must offer to labor reasonable wages for the sake of art at the beginning and ample opportunities for advancement as it develops if they are to attract the skilled workers they need from other fields.

KONP Makes Debut

KONP, new local in Port Angeles, Wash., operating on 1450 kc with 250 w, went on the air this month with an informal three-hour open-house program which attracted more than 800 guests who inspected the station. A half-hour program, featuring the Port Angeles Concert Orchestra, was broadcast from the Elks' Temple. The following day KONP presented more opening programs including more than 20 transcribed salutes to KONP from other stations in the Northwest. KONP is owned and operated by Evening News Press Inc., local printing firm. H. J. McAllister, formerly of KVI Tacoma and KHQ-KGA Spokane, is general manager; J. P. Ernst, formerly of KVOS Bellingham and KTBI Tacoma, is chief engineer; Mrs. Mildred Ernst, lately of KPOW Powell, Wyo., is saleswoman and announcer; Mrs. Allen Munro, new to radio, is traffic manager; and Stan Parker, also new to radio, is operator-announcer. Studios are located at 313 W. First St., Port Angeles.

"After listening to WFDF Flint, the President bought an extra E-Bond."

BROADCASTING butchers pre ing brew for 1,800 servicemen were provided with food and en tainment at the Chicago USO w WBBM Chicago took the ser club over are (l to r): J. K Smith, station general sales m ager; Ben Orloff, purcha agent; Jack Van Valkenburg, sistant general manager.

MacGregor Royalty

SETTING A PRICE on "k how", C. P. MacGregor Co., L Angeles transcription service, announced that firms using its cording facilities will pay a roy ty of one cent per side on all p nograph recordings in addition mechanical cost of original mas Commenting on the new fee, C. MacGregor, head of firm, sa "For fifteen years we have b building an experience of 'k how' in the recording business. feel that we have much more offer than the mere process of e trically recording and that we entitled to participate in the s cess of any records we make al with the composers, publish artists and musicians union."

Favor Congress on Air

BROADCASTS of Congress favored by almost half the pers polled on that question in D cember by the WOR-Crossley C tinuing Study of Radio Liste in the New York area. Men fav the proposition slightly more th women, with 52.3% of the 789 interviewed voting "yes", while 46.7% of the 2,706 women p voted affirmatively. Congressi broadcasts would be authorized a joint resolution introduced in House by Rep. Coffee (R-Wa [BROADCASTING, Feb. 12].

SPORTS

MORE SPORTS COVERAGE

than all other Southern California radio stations combined.

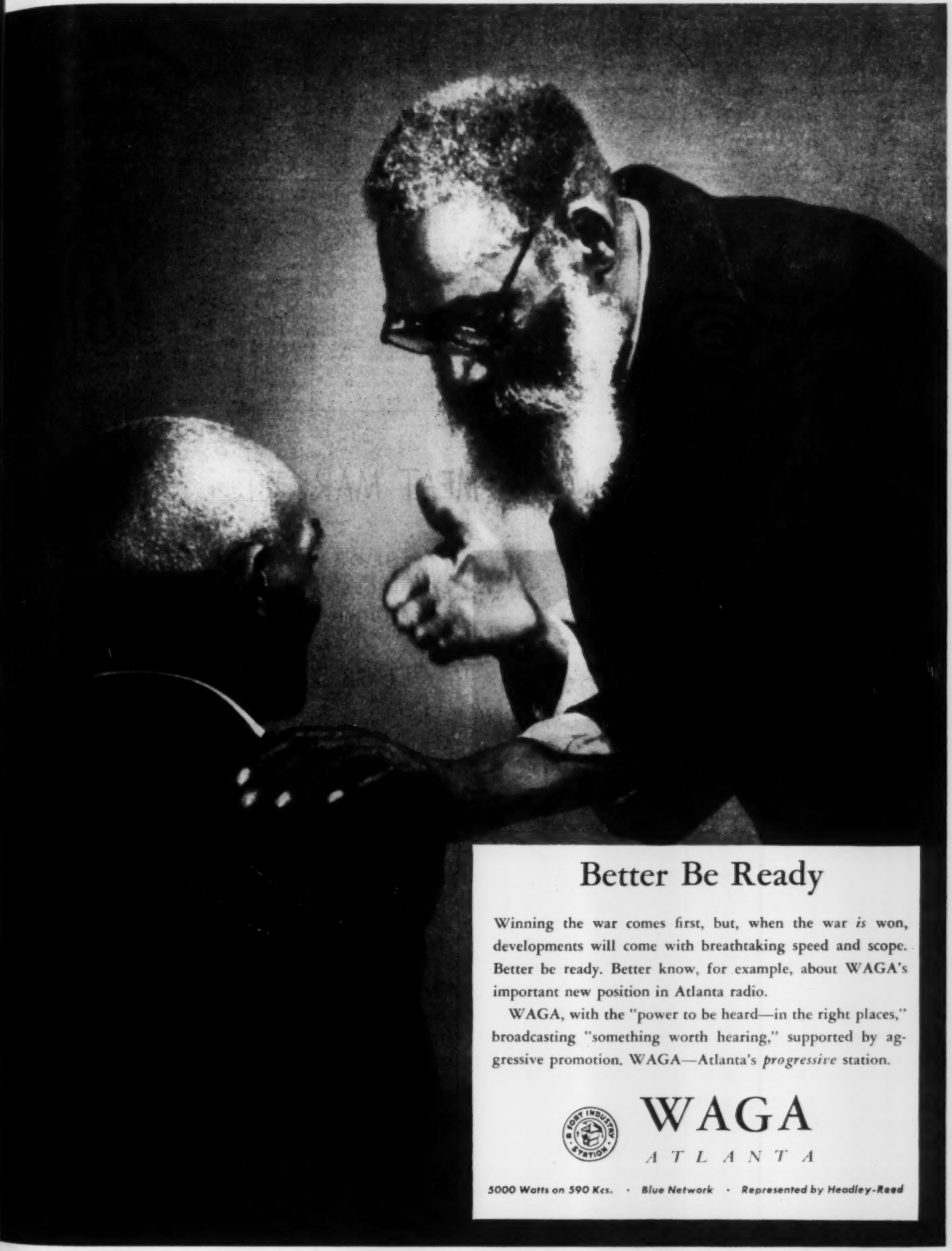
KMPC

LOS ANGELES

710 Kc.-10,000 WATT

THE WEST'S GREATEST INDEPEND

National Sales Representative • Paul H. Raymer Com



Better Be Ready

Winning the war comes first, but, when the war *is* won, developments will come with breathtaking speed and scope. Better be ready. Better know, for example, about WAGA's important new position in Atlanta radio.

WAGA, with the "power to be heard—in the right places," broadcasting "something worth hearing," supported by aggressive promotion. WAGA—Atlanta's *progressive* station.

A FORT INDUSTRY STATION

WAGA

ATLANTA

5000 Watts on 590 Kcs. • Blue Network • Represented by Headley-Reed

DAIRY'S GUARANTEED FORMULA

Good Response Obtained from Program Dedicated To Employes in the Service

PROMPT and enthusiastic audience cooperation is practically guaranteed by a simple and inexpensive hook in the Pevely Dairy Co. program *Easy Listening*, 9-9:40 a.m., Monday through Friday on KWK St. Louis.

Written and produced by Huffman Adv. Agency, the program is dedicated to the 236 Pevely men and women now in uniform.

Four Parts

It consists of four parts: (1) the introduction, explaining the purpose, (2) reminder to listeners to write friends and relatives in the services, and a tie-in with the various war drives, (3) the highlight of the show—a letter from, or a personal interview with a Pevely employee now in uniform, (4) the only commercial "selling" Pevely products—a brief closing announcement. The program is interspersed with music and news of other Pevely employes in service.

The hook in the promotion is a plain mimeographed card, delivered, with the milk, daily, to all customers formerly served by the Route Salesman who is to be interviewed or whose letter is to be read over the air on a forthcoming broadcast. The card precedes that particular program by a day or two.

It reads:

> Remember Bill Jones, who as Route Salesman in your district was proud to serve you with Pevely Irradiated Milk and other Super-Test Dairy Products and who joined up with Uncle Sam? We have heard from him and you will be glad to know he is doing well.
>
> The *Easy Listening* program at 9:00 a. m. Feb. 15 over KWK is dedicated to him, and a letter will be read telling of some of his wartime experiences. If you care to write to him, send a letter to us and we shall be glad to forward it (etc.).

There is a flood of letters, 'phone calls and inquiries following each broadcast. A recording of the interview or letter-reading portion of the program is made during the broadcast by the Technisonic Recording Labs. **This is pressed at 70** revs. for home phonograph reproduction and is given, by the dairy, to the serviceman or woman or to his family.

Lt. Randolph H. Ogg

LT. RANDOLPH H. OGG, USMC, and former member of the engineering staff of KGVO Missoula, Mont., was drowned in the South Pacific Feb. 4. Lt. Ogg was a radar specialist, in charge of a radio station on Johnson Island, 700 mi. southwest of Pearl Harbor at the time of his death. His wife, two children and his parents survive.

GRIM BACK IN U. S.

'Voice of China' Returns For Speaking Tour

GEORGE GRIM, known as th "Voice of China" on XGOY, a former *Minneapolis Star Journ & Tribune* radio promotion dire tor, is back in this country afte a year and a half as radio advise to the Chinese Government. Mr Grim will speak to an estimate 50,000 Minnesotans on the politi cal, economic and social picture i side China.

Leaving his radio post with th Minneapolis papers in March 1942, Mr. Grim became a priva in the Army, later earning a com mission, and in 1943 the Sta Dept. borrowed him from the Army and loaned him to the Chinese Gov ernment which summoned him t Chungking. While there he worked with high officials of the Chines Government and traveled through out Free China.

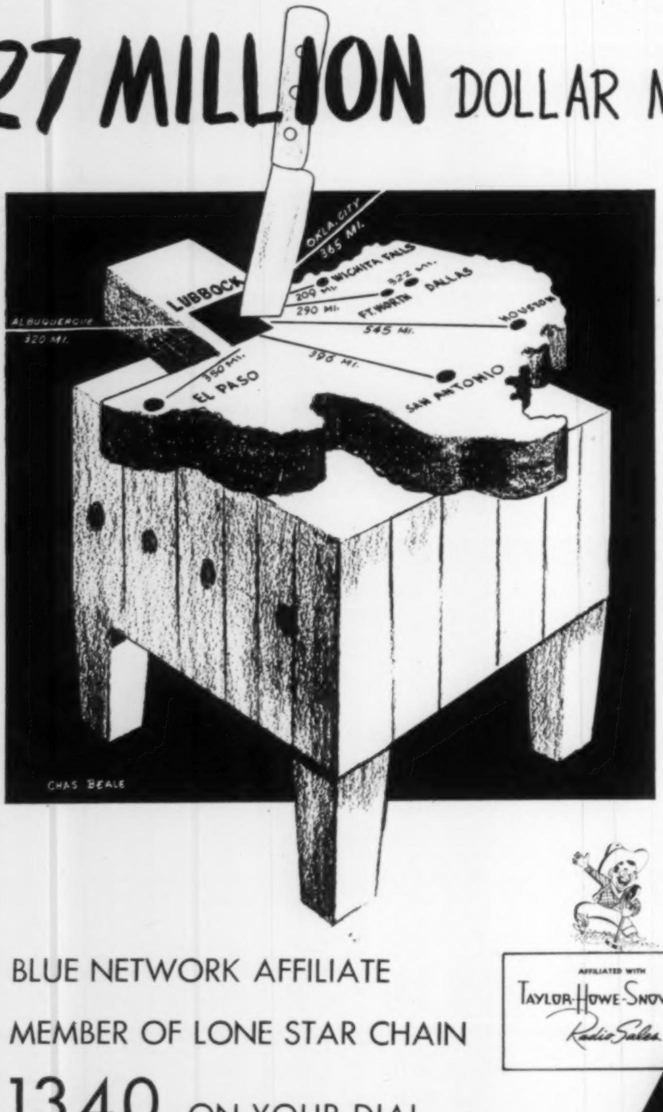
Mr. Grim has been averagin three to five speeches daily befor civic, professional and busines groups on his current speakin tour which will end March 1.

N. Y. OWI Session

MORE than half of the 60-odd sta tions in New York State and north ern New Jersey have already ac cepted an invitation to meet in New York March 7 to discuss with OWI officials the best means in which they can support the war effort. Date is the day before the NAB district meeting in New York, March 8-9. David Frederick, OWI director of war programs, and George Ludlum, radio director of the OWI's domestic branch, will meet with the broadcasters for an informal discussion of any problems now bothering the station men about the handling of war messages.

'Cafe Tropics' Shift

WITH purchase of half interest in *Cafe Tropics* by Tom Breneman, m.c. of daily Blue program, *Breakfa in Hollywood*, and his partners in the show, series shifts originatin point to that restaurant on March 26. Associated with Breneman in dea are Raymond R. Morgan, head of Raymond R. Morgan Co., Hollywo advertising agency; Chet Mittendorf, KFWB Hollywood account executiv and John Masterson, program manager.



27 MILLION DOLLAR MEAT MARKET

ONE OF MANY
SOURCES OF RICH
SPENDING POWER
FOR
LUBBOCK

27 million dollars worth of meat can't leave a market without money turning over. Couple this juicy income with all the other activities we have out here and you have a fancy 147 million dollar effective income at which to smack. Wanta' know the best way to do the job, and at the lowest cost? Why, through KFYO, of course!

BLUE NETWORK AFFILIATE

MEMBER OF LONE STAR CHAIN

1340 ON YOUR DIAL

The Voice of the South Plains of Texas

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

KFYO
LUBBOCK, TEXAS

RELIGIOUS
TRANSCRIPTION
LIBRARY
•
Instrumental, Vocal, All Types
Nationally Known Artists
16-inch-33⅓ R. P. M..
WRITE FOR DETAILS •

CAMPUS CHRISTIANS
427 WEST 5th STREET
LOS ANGELES 13, CALIFORNIA

THE OUTSIDE* IS MIGHTY IMPORTANT

on the Pacific Coast, too!

***Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.**

ALL 4 networks cover the "inside market" of the Pacific Coast, but only Don Lee completely covers the "outside market" (where half the retail sales are made).

How come? Because most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high and the long-range broadcasting of the other networks doesn't work.

Don Lee is the only network with enough stations (38) to do the job. A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of listeners in the "outside market" tuned to Don Lee stations.

Coverage of the "inside half?" Don Lee has that, too. Regular Hooper reports of the "inside market" reveal that during 1944 all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

All of which goes to prove that a good radio show on Don Lee has more listeners than the same show on any other network on the Pacific Coast.

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

This Institution Called K

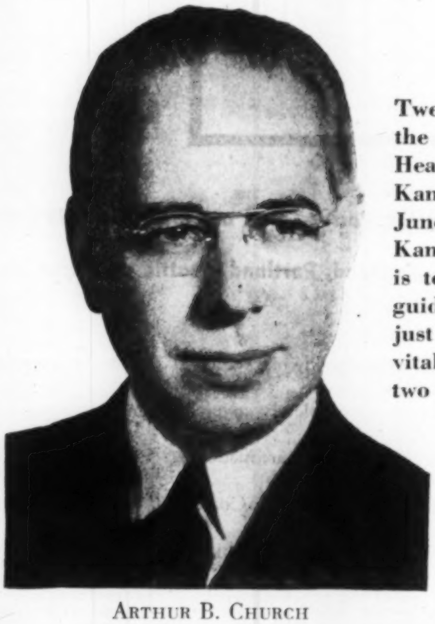
Graduate home economists conduct both "The Food Scout," informing listeners daily on best buys in produce by remote wire from the Kansas City food terminal, and "The Happy Kitchen," cookery clinic to aid housewives with their wartime problems.

Caroline Ellis
Women's Commentator

Homespun philosophy has made Caroline Ellis a network personality. Her "Happy Home" is widely recognized for the important wartime service it provides homemakers throughout the Heart of America.

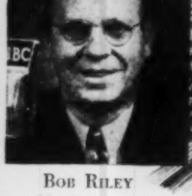
Phil Evans
Director of Farm Service

By remote wire from *KMBC Service Farms*, 20 miles south of Kansas City, down-to-earth farm chats are broadcast three times daily. Modern farming methods are put into practical application, and listeners share in the findings.

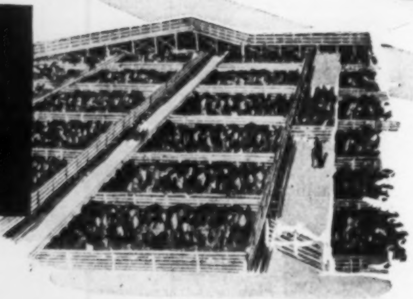


Arthur B. Church
Founder and President

Twenty-five years of radio have witnessed the growth of a great institution in the Heart of America known as KMBC of Kansas City — a basic CBS affiliate. In June, 1920, Arthur B. Church came to Kansas City to begin the building of what is today — KMBC. Under his pioneering guidance, KMBC has become more than just a radio station. Today it stands as a vital factor in the community life of almost two million middlewesterners.



Bob Riley
Marketcaster



For the sixth consecutive year KMBC was granted by the Kansas City livestock interests, including the stock yards company, livestock exchange and the traders exchange the exclusive right to broadcast official reports direct from America's largest livestock building.

Karl Koerper
Vice President and Managing Director

Sam H. Bennett
Vice President and Sales Director

KMBC is nationally known for the contributions of its executive staff to the progress of the broadcasting industry. In physical properties KMBC marks radio's 25th anniversary with newly remodeled and expanded offices, now on both the 10th and 11th floors of the Pickwick Hotel in Kansas City.

KMBC of Kansas City

Roderick B. Cupp
Program Director

In its eighth consecutive season of successful Saturday night stands, KMBC's "Brush Creek Follies" with stars from its great talent staff is recognized as the Heart of America's top radio-stage show. From barn dance to exclusive broadcasting of the Kansas City Symphony, KMBC has the programs!

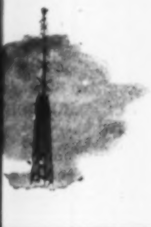
James W. McConnell
Artist Bureau Head

Erle Smith
Managing News Editor

RADIO
1920-1945
XXV

John Cameron Swayze

Henry Goodman

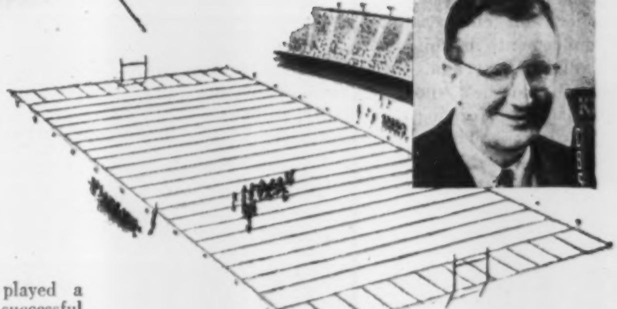


After leadership since 1941 in the field of experimental high frequency transmission, KMBC-FM went on the air commercially in 1944 with perhaps the greatest schedule of any FM station. Here is another Arthur B. Church forward step in ever broadening horizons—an extra service at no extra cost!

Widely recognized for its department of full-time, expertly qualified newsmen, KMBC is first with the news from both Associated Press and United Press wire services.

KMBC OF KANSAS CITY
Free & Peters, Inc.
Of Course—KMBC-FM—an extra service at no extra cost
SINCE 1928 — BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS

Sam Molen
Director of Sports



KMBC's sports coverage includes play-by-play accounts of important events plus twice nightly summaries from the field of sports. The "Three Ring Sports Circus" is one of radio's most unique program ideas.

LISTENING POST
NEWSPAPER
HEART BEATS
ON KMBC TONIGHT
NEWS KMBC
NEW HORIZONS

Promotion has long played a prominent role in the successful operation of KMBC. "Practicing what it preaches," a generous budget is set aside each year for furthering the sales and prestige of KMBC's advertising clients.

E. P. J. Shurick
Director of Promotion, Press Relations and Merchandising

XUM

Editorial

All's Unclear Ahead

WITH EACH passing day, the complexities of the business of broadcasting step up. Plans for postwar spectrumwide allocations are in the making, with oral arguments on the proposed new assignments scheduled next week. Now the FCC has called for May 9 a hearing to reappraise clear-channel service and assignments. Inevitably drawn into it is the burning issue of higher power.

An order of broad scope has been issued by the Commission. Conceivably, the FCC under it could consider (and possibly invoke) a full-scale realignment of standard broadcast service. It could make all channels clear, leaving to FM the urban service obligation of the future. Or it could make all channels non-clear, and relocate stations to provide equivalent service and signal strength throughout the country.

In calling the hearing—the first on clear channels since 1938—the Commission appears to be pursuing a properly indicated course. There are a half-dozen clear-channel duplication applications pending, as well as clear-channel station petitions for vastly increased power. The Commission must determine a policy before it can consider these applications. There's no chance, under existing wartime freezes, of doing anything about those applications. But when the war ends, both Government and industry should be set to go.

It is evident the Commission wants to get into all the facts. The order itself is enough to cause broadcasters to wince, for the topics run the gauntlet of social and economic as well as technical principles. Implicit in the order is the desire to determine whether there should be a general relocation of clear-channel stations, so optimum service could be provided. Then comes the question of whether a station perfectly located in the middle of the Great American Desert (from the technical standpoint) could survive economically. It couldn't.

The Commission doubtless will take into account the views of other nations on the hemisphere on clear channels. There's the announcement in this issue, for example, of Emilio Azcarraga, owner of XEW Mexico City, that he's shopping for a 1,000,000 w transmitter for installation when war conditions permit. That's twice the power ever used in the United States. The present maximum is 50,000 w. Other South American nations are talking power above 1,000,000 w.

Will we be content here, the cradle of radio, to have our neighbors blasting in with direct broadcast service?

We think the Commission should get the facts. First, however, we feel broadcasters, present and prospective, should be advised whether they will be permitted to operate FM and AM stations in the same market (and television too), and whether FM stations will be allowed to carry AM programs. All radio progress will be retarded, it is evident, if such dual ownership is not permitted and if dual program service is in any way blocked.

Slave Radio or Free Press

CAN THE press remain free if radio is half-slave? Can the press stand by when the liberties of any medium are threatened?

Heed these words:

> Free speech is bracketed directly with a free press both in the Bill of Rights and in the State Constitutions, and under that heading there is much to be pondered. . . . radio must rely for its freedom on that very principle of liberty which was penned in 1789. . . . If a free radio should find its very existence threatened, should not such a threat become the instant and commanding concern of a free press?

Those are not the words of a broadcaster or a legislator. They were spoken by Byron Price, on leave as executive editor of the Associated Press to serve as wartime Director of Censorship. The occasion was an address last week (page 13) on the installation of an original copy of the Bill of Rights in the Library of Congress.

Those challenging words demonstrate why Byron Price is one of the great journalists of our time and why he has won such high stature as a wartime official.

Beating the Bandwagon

WAS IT NOT that esteemed journal of the Fourth Estate, *Editor & Publisher*, which stated editorially that the Broadcast Measurement Bureau plan for determining size of listening audience was inadequate?

If the gentlemen of the press will be seated for a moment, we will quote-unquote from a news story appearing on Page 23 of the Jan. 28 issue of the *New York Herald Tribune*, a newspaper distinguished for its reportorial integrity and perhaps for the fact that it owns no broadcasting station.

> QUOTE A growing practice of overcharging for radio repairs here was blamed yesterday by leading radio distributors on a flourishing black market in scarce parts and materials and the apparent willingness of many radio owners to pay almost any price in order to get ailing sets into working condition again. UNQUOTE

Any practice which encourages a black market is regrettable. We do not condone it. But it is interesting, is it not, that people will pay any price to get their radio receivers in working order?

Springing lightly from this premise, one can only suggest that if *Editor & Publisher* does not choose to believe the evidence which will be forthcoming when BMB gets underway, it might turn to the columns of the distinguished periodicals which it represents as a trade journal.

Meanwhile it behooves broadcasters to move with all determination toward making effective the proposed plan for establishing standard measurements of radio audiences. Broadcasters no longer should expect national advertisers to accept heterogeneous standards, some good and some bad, in allocating their radio budgets. The enthusiastic support given to the BMB by the AAAA and the ANA is in itself evidence that a standard plan is desirable.

The BMB, which is attracting supporters as the Bureau's president, Hugh Feltis, tours the NAB regional conferences, may not fulfill all requirements. Neither does the ABC for newspapers. But the BMB is a step in the right direction, a step that can become a measured stride if broadcasters throughout the nation will join up now and not wait until the bandwagon is moving along under full throttle.

Our Respects To

LT. COL. JOHN S. HAYES

"THIS is the American Forces work with the AEF on the ro Berlin!"

That phrase, uttered a hu times a day, is the banner cry of Am radio sending American programs to a audience ploughing democracy into so Europe.

The man principally responsible for welcome salutation is a young, curly-h lieutenant colonel whose identity card r "John S. Hayes". (The "S" stands for nothi Radio remembers Johnny Hayes as the h hitting young Mutual exec for whom every predicted big things.

Hayes joined the American Forces Netw at its inception on July 4, 1943, as capt The network then consisted of five 50 w tra mitters pumping out four hours of progra day, with a programming staff of nine.

Several months later, in February of he achieved his majority, and shortly the after attained to the complete managemen the operation.

Under his banner, the net expanded. primary job entrusted to the colonel by High Command was the planning of the tra mitter set-up peculiar to the needs of a s stantial but scattered audience spread throu out the breadth of the United Kingdom.

He had soon secured for the network w the aid of the BBC and a crack engineer staff, personally gleaned from the rolls of f mer radiomen in the States, a unique tra mitter set-up insuring a maximum of coverage erected in a minimum of time w an enviably slight expenditure of perso and equipment.

As the network grew physically, it beca imperative that the programming asp keep pace. Hayes combed the war theater high grade broadcasting personnel with tion or network experience. Before he had cluded, his staff comprised a cross sectio American radio transplanted to the soil of United Kingdom. The backgrounds of his incidentally, read like a station listing i BROADCASTING *Yearbook*.

Represented, among many others, were nouncers from WMAL Washington, W Minneapolis, NBC New York, WLS Chi KYW Philadelphia, KMOX St. Louis. tinuity and production men sprung from W Cincinnati, CBS New York, WIP Philadelp WBBM Chicago. Backgrounds of the engi were equally widespread.

In short, by D-Day, Hayes had weaned organization from its original staff of

(*Continued on page 49*)

takes an INFORMED Community...to do a Community's job!

preachers, but practical doers, RED'S GANG KOIN passed around a March of Dimes milk tle on each day's broadcast until they had d it with their own money. Listeners said unt me in!" with hundreds of contributions. ther job for Red's Gang: whipping out their stern music for crowds at March of Dimes walk booth.

From GEORGE H. BUCKLER, *Chairman*
Multnomah County March of Dimes:

"Our drive has gone over the top. Needless to say, we feel that KOIN did more than its part in helping us reach our goal.... The broadcast (Footprints in the Mile of Dimes)—interviewing victims aided by our funds—helped a great deal in telling the public just where the money goes, and what good it does."

This year the Polio Fund quota of Portland and Multnomah County was $100,000. And the community did its job by oversubscribing . . . to the tune of $150,000. Sympathetic understanding by the community of the job to be done started with KOIN'S traditional Christmas broadcasts from Shriner's Hospital for Crippled Children . . . culminating during drive with broadcasts ranging from shiplaunching that opened the campaign . . . to FOOTPRINTS IN THE MILE OF DIMES, a compelling visit to polio victims in iron lungs, swim pools, hospitals and scattered homes. One of the most successful Public Service programs ever entered in KOIN's log.

IN's Johnny Carpenter went directly polio victims. His broadcast tour in- ded this pool-side chat at Portland's ish Community Center.

Kept alive by iron-lung, this young mother gave impressive climax to Johnny's "Footprints in the Mile of Dimes" broadcast.

KOIN

PORTLAND CBS **OREGON**

FREE & PETERS, Inc. **Nat'l Representatives**

XUM

first

in

POPULAR APPEAL

AND

PRESTIGE.

Biggest audiences offer biggest sales opportunities . . . and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years... continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Personal NOTES

HORTON HEATH has been apppointed director of information of NBC, succeeding **ALBERT E. DALE,** who resigned Feb. 15. Associated with RCA interests since 1936, Mr. Heath joined NBC in January of last year as assistant to **FRANK E. MULLEN,** vice-president and general manager. Joining RCA as assistant manager of the information department, Mr. Heath was promoted to manager in 1939, and became director of advertising and publicity in 1940.

HARRY D. HENSHEL, former president and general manager of WOV New York, has been promoted from major to lieutenant colonel. He is attached to headquarters, 12th U. S. Army Group, in France.

MILTON A. ROMNEY, with RCA Victor Division two years as sales representative in the Chicago regional office, has been appointed sales manager for RCA 16 mm equipment in the Cleveland area, covering Ohio, Michigan, West Virginia, Kentucky and western Pennsylvania.

MARK WOODS, Blue president, and **WILLIAM FEINBERG,** AFM Local 802 president, have been named chairman and vice-chairman respectively of a joint labor-management committee to cover the entertainment industry in New York in war fund drives. **ROBERT SWEZEY,** MBS vice-president, is chairman of the radio division.

H. A. JOHNSON, national advertising manager of the Capital Times, Madison, Wis., since 1929 and both the Capital Times and Wisconsin State Journal since 1939, has been appointed business manager of WIBA Madison, effective March 1. **L. E. HEINDEL,** advertising director, is assuming supervision of the papers' national advertising department.

MAJ. GEORGE O. GILLINGHAM, for two years on leave from his post as chief, information section, FCC, last week was appointed chief of the information branch in the office of the Chief of the Chemical Warfare Service. He headquarters in Washington.

BRIG. GEN. DAVID SARNOFF, RCA president on leave, delivered an address Feb. 18 at the Hotel Astor, New York, before 800 guests attending a "One World" dinner honoring the late Wendell Willkie. Gen. Sarnoff accepted from Mrs. Willkie a silver plaque and scroll citing the General for his "contribution to international understanding".

WILLIAM PABST, manager of KFRC San Francisco, has been designated by the networks to coordinate radio preparations for the World Charter Conference to be held in that city in April.

WALTER HOLOHAN, former member of the advertising department of the Chicago Daily News, has joined the Blue local and spot sales office in Chicago.

HERBERT SONNENBURG, former sales promotion director of WEBC Duluth, Minn., has been appointed to a similar post by Don Lee Broadcasting System, Hollywood. He was at one time account executive of Stewart-Taylor Adv., Duluth.

ALEX COE, new to radio, has become a member of the sales staff of KMAC San Antonio.

HOWARD CHASE, chairman of the board of governors of the Canadian Broadcasting Corp., flew to England to attend the conference of British Commonwealth broadcasters at London, which opened Feb. 15. Accompanying him were **E. L. BUSHNELL,** CBC director-general of programs, and **GORDON OLIVE,** CBC chief engineer. They are expected to be at the conference for some weeks and then to tour the war fronts where the CBC has its war correspondents and recording units.

MAJ. I. E. LAMBERT, who has been doing special work for **A. L. ASHBY,** vice-president and general counsel of NBC, at present is handling the work formerly supervised by **J. A. McDONALD,** assistant general counsel, now general attorney for the Blue.

CAPT. JOHN A. KENNEDY, president of the West Virginia Network on leave in the Naval Reserve, is in Florida for several weeks. He recently returned from an overseas mission visiting Naval bases in both the Mediterranean and European theatres. The temporary leave is upon advice of Navy doctors.

BRYAN IS LIBERATED FROM PRISON CAMP

WRIGHT BRYAN, special correspondent for WSB Atlanta and the *Atlanta Journal*, captured by the Germans last fall, has been liberated, according to word received by Mrs. Bryan from AP Correspondent Eddy Gilmore in Moscow.

Mr. Bryan

There are no details on Bryan's liberation, but Gilmore said that he is "free, well and safe". Bryan is known to have been at Oflag 64, near Szubin, Poland, as late as Dec. 10. Oflag 64 is one of the prisoner of war camps liberated by advancing Red Army troops. Bryan was captured near Chamuont, France, Sept. 12, 1944. He was slightly wounded. He was the first to return from the Normandy beaches with an eyewitness account of the landings, reciting the details of his flight to the coast of France with the first squadron to deliver Allied troops. Managing editor of the *Journal* and a WSB commentator, he went to England in the fall of 1943.

Westinghouse Changes Names of Two Divisions

TO DESCRIBE more accurately the functions of the Radio Division and the Radio Receiver Division of the Westinghouse Electric & Mfg. Co. their names have been changed to the Industrial Electronics Division and the Home Radio Division respectively, Walter Evans, vice-president in charge of all radio, radar and electronics activities, announced last week.

In keeping with plans made last year under which all postwar production of radio and television receivers will be coordinated in one plant, the Home Radio Division has moved from temporary quarters in Baltimore to a permanent location in Sunbury, Pa.

Correction

A. GAUTHIER of CHLT Sherbrooke, Que., and president of the Quebec Broadcasters Assn., was elected vice-chairman of the board of directors of the Canadian Assn. of Broadcasters at Quebec. G. R. A. Rice, president of the Western Assn. of Broadcasters, had been incorrectly reported new vice-chairman of the CAB board [BROADCASTING, Feb 19].

NORMAN J. DICKENS, formerly of WTAM Cleveland and WFLA Tampa, has been named commercial manager of WBAP-KGKO Fort Worth.

SIDNEY J. FLAMM, vice-president and general manager of WPAT Paterson, N. J., has been appointed director of radio publicity for the American Red Cross War Fund Drive in North Jersey.

JOHN E. ROYAL, NBC vice-president in charge of television, is at NBC's West Coast headquarters for three weeks to discuss video plans for Hollywood. He plans to address the Advertising Club of San Francisco on television.

J. B. FUQUA, vice-president and general manager of WGAC Augusta, Ga., on Feb. 10 married **DOROTHY CHAPMAN,** formerly with the Augusta Concert Bureau. Wedding was recorded by WGAC engineers.

WINN

LOUISVILL

Basic Blue Netwo

Represented by

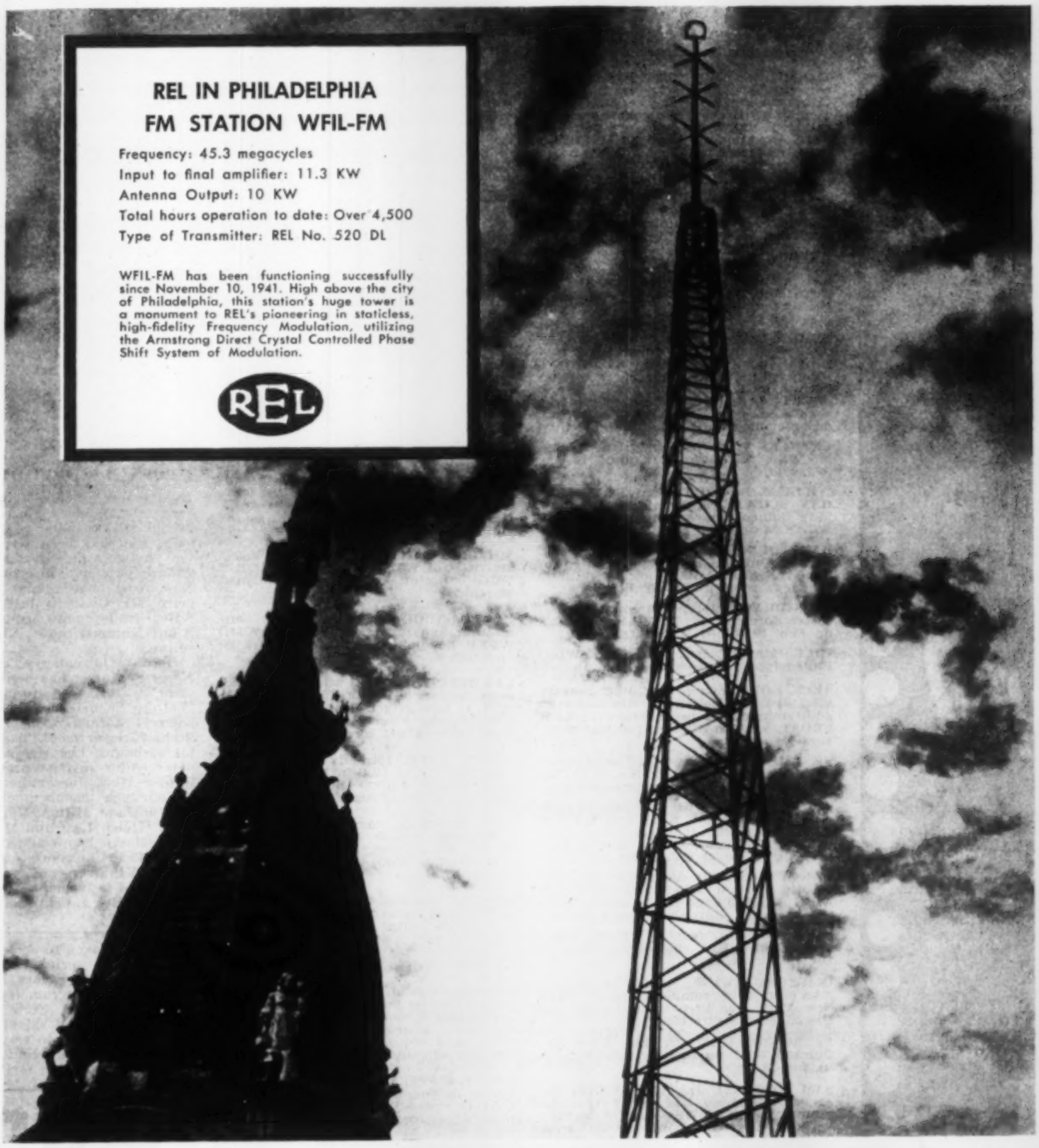
PEGGY STONE, New

GEORGE ROESLER, Chic

HOMER GRIFFITH COMPANY

Hollywood & San Fran

HARRY McTIGUE
General Manager



REL IN PHILADELPHIA
FM STATION WFIL-FM

Frequency: 45.3 megacycles
Input to final amplifier: 11.3 KW
Antenna Output: 10 KW
Total hours operation to date: Over 4,500
Type of Transmitter: REL No. 520 DL

WFIL-FM has been functioning successfully since November 10, 1941. High above the city of Philadelphia, this station's huge tower is a monument to REL's pioneering in staticless, high-fidelity Frequency Modulation, utilizing the Armstrong Direct Crystal Controlled Phase Shift System of Modulation.

REL

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

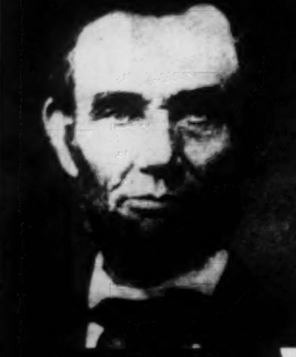
MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neeley
5334 Hollywood Blvd.
Hollywood, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

SOMEONE
IS ALWAYS
First



ABRAHAM LINCOLN
Helps
"Professor" Gardner,
soap advertiser, with a
good-natured testimonial,
quoting "Mrs. L." as a
soap expert

WHBQ

was the first
radio station in
Memphis to sell
6-day a week strip
program to local
advertiser.

P. S. He is still on 6 days
a week in his 16th year
of continuous advertising
exclusively on WHBQ.

South's 24-Hour Station
WHBQ
BOB ALBURTY, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by RAMBEAU

BEHIND the MIKE

RALPH HOWARD PETERSON, recently returned from 11 months in the Mediterranean theatre where he covered the Sicilian and Italian campaigns, has been assigned night director of news at WRC Washington. **LEONARD SCHLEIDER**, returning to Washington after a brief period at the NBC newsroom in New York, will cover the Army and Navy.

MARTIN BLACK, formerly with NBC, is now on the announcing staff of WGKV Charleston, W. Va.

ROBERT WAGNER, a senior in the arts college at Ohio State U. and former announcer at WJHL Johnson City, Tenn. and WLOK Lima, O., has joined the announcing staff of WBNS Columbus, O.

BILL BRYAN, former news director, has been appointed director of programs and news; **PAUL BUENNING**, formerly in charge of programs, has been named production manager, and **JERRY MARX** is now news editor in a general reorganization of the program department of KOMA Oklahoma City.

CHARLES T. LYNCH, program director of WBRY Waterbury, Conn., is the father of a boy.

WILLIAM P. WHITE and **ROY MURRAY SCHWARTZ**, both new to radio, have joined the announcing staff of WBRY Waterbury, Conn.

HERB HUNTER, formerly of KDAL and WDSM Duluth, is now sports editor and **KEN SANDAHL** is new assistant in the news room at WDAY Fargo.

DICK BRAY, veteran Cincinnati sportscaster formerly of WKRC and WSAI, on Feb. 19 joined WCKY Cincinnati.

DICK MABRY, announcer of WIBG Philadelphia, is the father of a girl.

ALEX ROBB, manager of NBC package sales division, Hollywood, has taken on additional duties as assistant to **LEW FROST**, western division program manager.

PIERRE ANDRE, Blue staff announcer, is in the Highland Park Hospital, Chicago, recuperating from pneumonia.

JOE PECK KILGORE, program director of KVAK Atchison, Kan., and **DOTTIE TAYLOR**, traffic manager, have been married. Both bride and groom have been employed at KVAK for five years.

NANCY HUSPETH, member of the continuity staff of WINN Louisville, and **DICK RUSSELL** of the station's engineering staff, have been married.

JACK FOSTER, m.c. of "Home Folks Frolic" on WHBL Sheboygan, Wis., is the father of a girl.

CLIFFORD EVANS, former newspaperman and news commentator of WLIB New York, has been named news and special events director.

PETER CAVALLO Jr. will leave the Chicago NBC production staff Feb. 28 to free-lance.

SAM WOODALL Jr., released from the Army Air Corps, has joined the announcing staff of WKBW-WGR Buffalo. Prior to his enlistment in the Army he was a staff announcer at WRVA Richmond.

MRS. MARION RINGLER ALLEN, formerly in the continuity department of WBAP-KGKO Ft. Worth, has been named assistant production director. **LYNN TRAMMELL**, formerly assistant to **JAMES BYRON**, WBAP-KGKO news editor, has been named head of the transcription department. **KATHERINE BARNES**, graduate of the New York U. Radio Institute Workshop, is new assistant in the continuity department.

ERNIE SAUNDERS, formerly with NBC New York, has joined WCHS Charleston, W. Va. as sports editor and special events announcer.

BOB ZELENS, former staff announcer of WGES Chicago, has joined WJJD Chicago.

GEORGE HENRY, released from the Coast Guard, has joined KYA San Francisco as announcer.

CPL. FRED BARR, former program director of WWRL Woodside, N. Y., is now serving with an anti-aircraft unit in the Philippines as radio operator.

CAPITAL COVERAGE for WBOW Terre Haute, WGBF Evansville, WAOV Vincennes is performed by Jean Ferris, (1) Washington respondent for the Indiana stations, who interviews Rep. Noble J. Johns (R-Ind.). George Jackson (r) is WBOW general manager.

CAROL PIGGOTT has joined WHIT New Bern, N. C. as copywriter, and **BILL GIVENS**, formerly of WENY Elmira, N. Y., has joined the WHIT announcing staff.

J. RICHARD ANDERSEN, continuity writer of KSL Salt Lake City, has married Margery Sperry, Salt Lake City.

FRED W. BRIGGS, veteran West Coast and Honolulu announcer, actor and program director, is now a member of the announcing staff of WJW Cleveland.

LEONARD VALENTA, announcer of WTTM Trenton, N. J., has shifted to KGFJ Los Angeles.

FRANCIS X. ZUZULO, with the Mutual press department since last September, has been named MBS trade news editor, succeeding **MARGARET GARDNER**, now in charge of magazine and syndicate contracts.

MILDRED BAILEY, director of women's activities of WTAG Worcester, will join WCOP Boston as home economist March 5.

ROGER (BOB) CHASE, former announcer and producer with WIL WJJD WBKB has joined WOR New York as announcer.

LAWRENCE TIGHE, who was senior news writer on Blue's San Francisco staff, is now attached to Adm. Nimitz' staff, Pacific Fleet Headquarters, as a Blue Network war correspondent.

BETTY CAPE, formerly in the radio sales division of CBS in New York, last week joined Yankee Network to take charge of presentations.

BILL CONWAY, formerly with WSAN Allentown, WHLD Niagara Falls and WILM Wilmington, has joined WTBO Cumberland, Md., as announcer and sportscaster.

ROBERT McCORMICK, NBC war reporter who returned to this country last October after a year in the Pacific, has returned to that area.

SYDNEY MOSELEY, commentator on WOR New York, is completing a book on radio "From Fleet St. to Times Square" to be published in the fall by Longman's Green & Co. Volume covers Mr. Moseley's observations as writer and commentator in this country and England.

LOU J. CONTERNO, news and feature writer in the New York office of the OWI Overseas Branch, has joined the press department of MBS.

GENE FILIP, WGN Chicago news-editor, on Feb. 10 married **LT. (j. g.) DOROTHY G. McKINLYE**, Navy nurse, whom he met when on leave in Sidney, Australia, in September 1943 while serving overseas as AAF bombardier.

TED MURPHY and **JIM MATTHEWS**, both recently discharged from the armed service, have joined CKEY Toronto as newscaster and publicity manager, respectively. Mr. Murphy was with CKCO Ottawa before going into the Army.

BOB HALL, writer-reporter of Blue western division publicity department, has been appointed photo editor. **GORDON WILLIAMS**, released from the Army and formerly with the Kansas City Star, has assumed Mr. Hall's former duties.

JOHN ZOLLER, NBC Hollywood producer of "Cavalcade of America", with Feb. 19 broadcast assumed full production duties.

DICK VASSY, traffic manager of WGAC Augusta, Ga., is the father of a boy.

William H. Parmalee

SGT. WILLIAM H. PARMELE 21, formerly in the transcrip department of KHJ Hollywood, killed in action in Germany 25 according to information ceived. He was attached to the Army. Surviving are his pare and a brother, Jack, Merchant rine ensign and former sound fects man at KHJ.

NBC Revamps, Expan Press Department S

IN a reorganization of the NBC department and expansion of the to fill all vacancies, Marian man, who has been writing publi for network programs, has named publicity director of WE New York, succeeding Richard nelly. Mr. Connelly last week bec NBC trade news editor, replac Alan Kalmus, now NBC televis editor.

Gerald Quisenberry, of Transr News Features, has been named azine editor, post formerly held Walter Schneider. Frederica M gomery, formerly in Harper literary department, has been nam his assistant. Leo Hershdorfer, nam news editor on the press staff, is former New Jersey newspaper

Four new members of the writ staff include Milton Marshall, Geo Wolf, Helen Leaf and Marney Gla Mrs. Glavin has conducted a progr on WMFF Plattsburg and served the OWI overseas branch 1942 Miss Leaf is former assistant to Ir Kuhn, NBC assistant director of formation.

FROM airwaves to screen is the pl for a radio series, *The Callah* Columbia Pictures has bought scre rights to the program tested last su mer on WMCA New York. Fr Blocki wrote and directed the seri which is expected to return to the soon. William Morris Agency, N York, is negotiating for a sponsor.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

CONNECT IN
CONNECTICUT
. . . especially in Hartford,
leading all other cities in
the State both in percentage
of gain and total retail sales
for February 1945. (See
Sales Management Magazine.)
CBS

in CENTRAL IOWA You Get...

More Sales Contacts at No Extra Cost ....Over KSO!

KSO's Concentrated Coverage.. Lower Rate Helps You Hit Your Listeners *oftener* with *Extra Sales Messages* .... at *No Extra Cost!*

Flash! Latest Hooperating: KSO 1-2 in Des Moines' Daytime Coverage.

You get *more effective coverage* of the rich Des Moines and Central Iowa Market at *less cost* over KSO. Your budget goes farther, hits listeners *oftener* with *added sales messages—at no extra cost to you.*

KSO really goes to work for you. It has the kind of programs, staff that *builds* listening audiences . . . audiences for your sales stories. And backs up your advertising with the kind of *aggressive merchandising* that sells . . . *sells* . . . SELLS!

KSO is selling merchandise for General Mills, Eversharp, Westinghouse, Dr. Pepper, Bristol Myers, Woodbury's, and many others. Get this KSO *sales action* for yourself, *now*. Write for KSO's *sales-minded* proposition *today*.

BLUE and MUTUAL 'TIL JUNE 16
. . . Then . . .
KSO Goes Basic COLUMBIA!

DES MOINES IOWA

KSO

5000 WATTS DAY & NIGHT

OWNED AND OPERATED BY KINGSLEY H. MURPHY
GEO. J. HIGGINS, GENERAL MANAGER
HEADLEY-REED CO., National Representatives

THE *Business* OF BROADCASTING

Successful Campaign

WESTERN CARTRIDGE Co., division of Olin Industries Inc., East Alton, Ill., made profitable use of radio in its recent campaign to recruit urgently needed workers. Company sponsored three live half-hour programs on KSD St. Louis, which carried additional appeals for workers in the St. Louis Ordnance Plant, also operated by Olin Industries. Newspaper advertising was used along with radio and thousands of workers were secured.

Opens Chicago Branch

SCHOOL of Radio Technique, New York, will open a branch in Chicago March 1 under the direction of Franklin Hauser and John F. Gilbert. The school specializes in business, promotional and production activities of radio. There are also courses in broadcasting technique for teachers of the city schools. New York address is RKO Bldg., Radio City. Chicago location is 228 S. Wabash Ave.

Enlarges Schedule

ALEXANDERS, New York department store located in the Bronx, which has signed a 52-week contract for a half-hour audience participation program on WMCA New York, is continuing to enlarge its radio budget as a result of success achieved through its current schedule on four New York stations. New program on WMCA titled Hello Neighbor originates in the store itself and features interviews with shoppers and news about personalities and places in the Bronx. Various public service organizations are invited to participate. Joe O'Brien, m.c., also conducts on WMCA for Alexander, Quizdom Class. weekly half-hour quiz contest for high school seniors, offering $1,000 college tuition award to the final winner. Store also sponsors thrice-weekly quarter-hour musical on WMCA and has run spot announcements for the past year on WHN WBNX New York and WFAS White Plains. Business placed direct.

Waltham Names Ayer

WALTHAM Watch Co., Boston, has appointed the New York Office of N. W. Ayer & Son to handle its advertising. E. R. Dunning, vice-president in charge of new business at Ayer was in Boston last week discussing future media plans. Firm sponsored Sumner Welles on Mutual for 13 weeks ending Jan. 31, the cancelation attributed at that time to Government restrictions on watch production for civilian use.

Meier Appoints Vanguard

B. MEIER & SON, New York food distributor, has appointed Vanguard Adv., New York, to handle advertising of Golden Center Toasted Wheat Germ. promoted on WHN New York. Radio is being considered in media plans for next fall, as the product is primarily a "cold weather" consumer item. Use of radio will depend on the progress of distribution, now limited largely to the East and Midwest.

Michelson Survey

ANNUAL survey conducted by C Michelson Radio Transcriptions, York, shows a greater increase in use of transcribed programs 1944 than in any previous year 1938. Of advertisers questioned, used transcription campaigns during past year in one or more instances those who participated, 46% favored use of transcribed quarter-hour 34% liked spot announcements and favored local live shows.

WEEI Dinner

A DINNER was given by WEEI last week for a group of about vertising agency executives and at which Harold E. Fellows, WEEI eral manager; Howard Meighan, sales manager for Radio Sales Inc. Paul Hollister, CBS vice-president charge of sales promotion, various survey techniques used to ure radio efficacy. Mr. Meighan's was illustrated by slides, outlining Hooper, CAB and BMB survey me

Feb. 1 on Feb. 2

KSL Salt Lake City has received a from Lt. Harvey T. Helm in the mons stating that on Feb. 2 at midnight he heard a program by KSL at 7:15 a.m. Feb. 1 on the ular broadcast frequency. Program received on an obsolete aircraft set a 10-ft. aerial, located on Tulagi, proximately 7,000 mi. from Salt Reception was clear.

Firm Merger

LARRY STEVENS' New York pub firm will be merged March 1 with Assoc. Corp., New York, agents spe izing in musical and commercial licity. Mr. Stevens becomes vice-pr dent in charge of sales with E. F. W ton as general manager and M Francis as chief account executive

Milani in So. Cal.

MILANI FOOD PRODUCTS Co., Chi (French dressing), has extended campaign in southern California a schedule of chain breaks and a quarter-hour program over KECA Angeles. Station breaks over KFMB Diego are included in new sched Agency is Garfield & Guild, Los Ang

Oven Bakers Name Kent

OVEN BAKERS Inc., Port Chester, Y., has named Tracy Kent & Co., York, to handle advertising of A bread and rolls. With distribution tending from Boston to Washing firm now sponsors John B. Kennedy WJZ New York and may expand schedule.

M-G-M Adds WOR

METRO-GOLDWYN-MAYER, New Y has added thrice-weekly sponsorship Sydney Moseley on WOR New Y to an expanding list of stations sig to carry M-G-M picture promotion long-term contracts. Agency is D hue & Coe, New York.

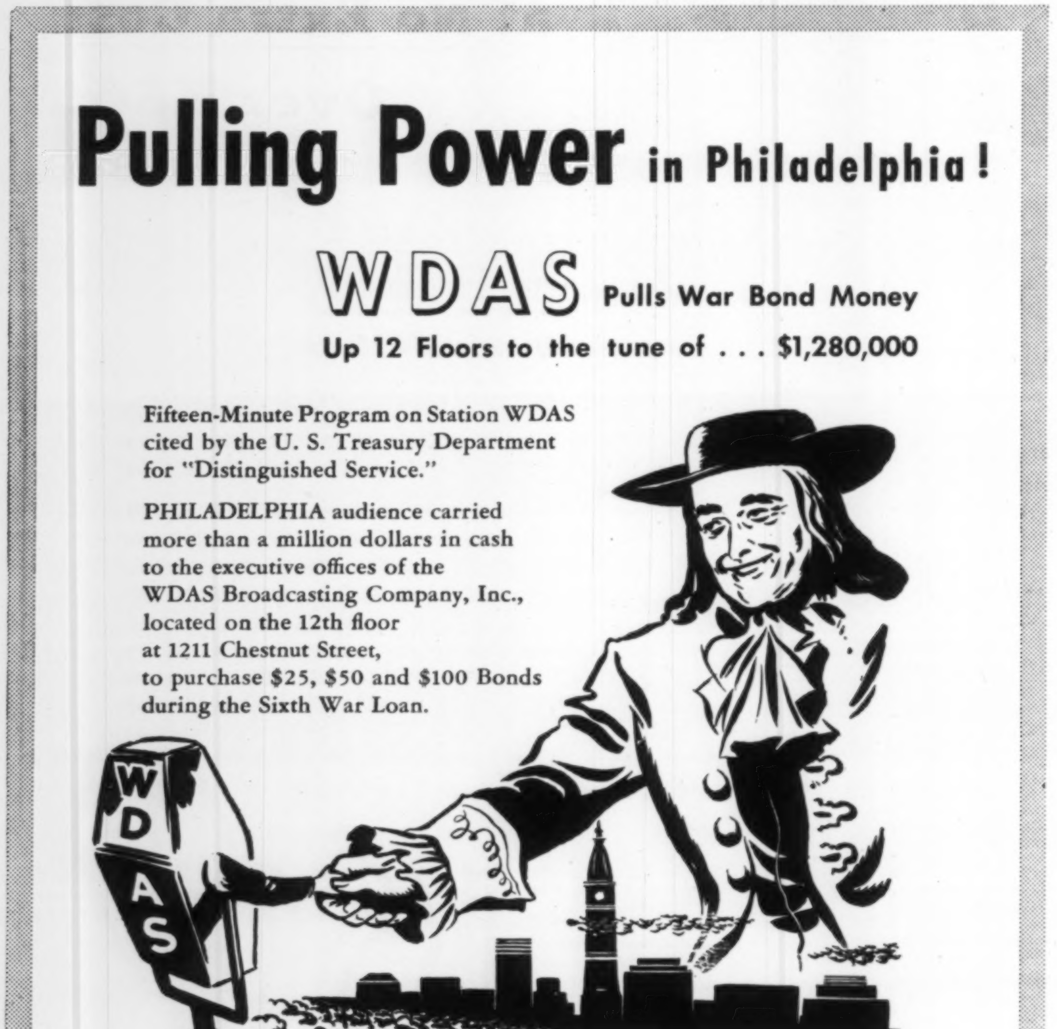
'Chick Carter' Co-Op

MBS has now made arrangements make "Chick Carter, Boy Detective" Charles Michelson transcribed juve program, available for local sponsor under the network's new coopera program department plan.

Ross Is Correspondent

SAM ROSS, news editor of CKW Vancouver, has been appointed correspondent for the 30 stati represented by All-Canada Ra Facilities Ltd., Calgary, Winnip Toronto and Montreal, and shortly go overseas according to R. Carson, president of All-Cana Radio Facilities. He will be second war correspondent from vately-owned Canadian stations be sent overseas. Before joini CKWX about a year ago, Mr. R was general manager of Pr News Ltd., radio news subsidi of Canadian Press (Canada's AP

FAN club known as the "Old O Bucket Brigade" has been formed listeners of an hour and a half request show, *Old Oaken Bu* heard nightly on the Italian figh front over the American Expediti ary Radio Station which travels wheels with the Fifth Army. Me bers in the club are issued cards tifying them as official "drips". Vern Carstensen is station manager



Pulling Power in Philadelphia!

WDAS Pulls War Bond Money
Up 12 Floors to the tune of . . . $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.

With "Pulling Power" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

Your Product gets a fine "Reception"!

1070
Kilocycles on
A CLEAR CHANNEL
and
5000 WATTS

Advertisers using this station are enthusiastic about the fine reception accorded their products in Indianapolis and surrounding territory . . . The fact that WIBC is owned and operated by *The Indianapolis News*—one of the nation's greatest newspapers—builds confidence and consumer acceptance, which have a definite result in increasing sales.

Represented Nationally by John Blair & Co.

A MUTUAL STATION

WIBC

INDIANAPOLIS

200

LARGE DEPARTMENT STORES . . .

. . . where $63,575,000 change hands across the counters in a single year. That's the kind of department store business you find in the WGY COMMUNITY*—that prosperous and busy section of central and eastern New York and western New England.

—And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain over 18 cities of over 25,000 population; 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population.

WGY
Schenectady, N. Y.
50,000 watts—NBC—23 years of service
Represented nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-218

this is
WDOD

ACCORDING TO EVERY HOOPER the overwhelming CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga • CBS • 5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

Agencies

CATHERINE V. PARKER, for 17 years in charge of media for Lennen & Mitchell, New York, has been appointed a vice-president.

WILLIAM J. WALKER, formerly of Kenyon & Eckhardt, New York, is now in the media department of Grant Adv. New York.

TED HUSTON, formerly with WRGB Schenectady, N. Y., General Electric Co. television station, as director-producer, more recently with CBS as radio producer, has joined Ruthrauff & Ryan, New York, as program director with both vdieo and radio assignments.

VICTOR CONTESSA, formerly in sales promotion and advertising work at Freed Radio Corp., New York, has joined Moss Assoc., New York, as account executive.

WARD BYRON, radio writer-producer, has been appointed head of the radio department of Gale Agency, New York, replacing Dan Kampel. Mr. Byron recently left the Fitch Bandwagon on NBC, a program which he originated and directed. He joined WEAF New York in 1926 and later was producer with KPO San Francisco.

MERVIN A. HASSELMANN, formerly of Farson & Huff, Louisville, has joined the copy staff of Buchen Co., Chicago.

VICKI JAQUES, former media director and contact woman of Goldman & Gross, Chicago, has joined Jones Frankel Co., Chicago, as account executive.

CATHERINE M. STIVERS, formerly with Kal Adv. Agency and the Washington Evening Star, has joined the Henry J. Kaufman Adv. Agency, Washington. Douglas McCann, formerly with The Standard Press, also has joined the agency as production manager.

ALLAN L. THOMPSON has been appointed a vice-president of James Fisher Co., Montreal and Toronto agency.

PERRY GITHENS, in charge of public relations and publicity for J. M. Mathes Inc., New York, has been elected a vice-president.

NORETTA A. BROWN, formerly in the sales promotion department of WABC New York, last week joined Sterling Adv., New York, as assistant radio director.

MAX RIOS RIOS, former copy chief of export department of Sharp & Dohme, Philadelphia, has joined the copywriting department of Export Adv., New York.

VERNON D. DAVIS and Jack D. Hood, formerly associated with Pacific Adv. Service, Los Angeles, have formed their own agency under name of Davis-Hood & Assoc. at 618 S. Western Ave. Telephone is Drexel 3219.

J. H. (Jack) HORNELL, previously with Arthur Kudner Inc., as a correspondent, has joined the San Francisco office of the agency.

AL SHEAHAN, for 14 years production manager of The May Co., Los Angeles department store, has joined Glasser-Gailey & Co., Los Angeles, in a similar capacity.

BOB WEISS, former copy chief for Jerome Kalom Co., Chicago, has joined Garfield & Guild's San Francisco office as account executive.

H. B. HUMPHREY Co., Boston, has moved its New York office from 424 Madison Ave. to 1507 Graybar Bldg., 420 Lexington Ave., New York 17. Telephone is Murray Hill 5-0993.

MARTIN F. MUSKET, former continuity director of WEEU Reading, Pa., has joined the copy staff of Gray & Rogers, Philadelphia agency.

DELPHA HEYWARD, former production manager of Stubbs & Montgomery, Chicago, has joined the Jones Frankel Co., Chicago, in the same capacity.

JAMES B. KEITHLEY, formerly of the copy department of Foote, Cone & Belding, Chicago, has joined the same department of J. Walter Thompson Co., Chicago.

LUCIANNE HOWELL, former divisional advertising manager at Carson, Pirie Scott & Co., Chicago, has joined the Chicago office of Olian Adv. Co., St. Louis, as account executive and copywriter on fashion accounts.

SMILES, NOT SWOONS
tered success of new CBS
Sinatra Show, which is
under sponsorship of Max Fa
& Co. (cosmetics), Wednes
9-9:30 p.m. (EWT). Gath
backstage after initial broad
are (l to r) A. R. Pearson, acc
executive of Smith & Drum,
Angeles agency servicing acco
Frank Sinatra, star; Max Fa
Jr., president of Max Factor &

Delegation of Farme
Attend WEEI Lunche

SEVENTY delegates represen
30,000 farmers from 12 agri
tural counties of Massachus
were guests at a luncheon give
Jesse H. Buffum, CBS director
agriculture in New England
conductor of the WEEI Bo
Farmer's Almanac of the Air.
of a project to be of construc
service to farmers, the lunch
was featured by the first mes
of newly-elected Gov. Maurice
Tobin to Massachusetts agri
turalists.

The meeting was an outgr
of WEEI's 1944 Victory Ga
project, fostered by Mr. Buffa

Allied Realignment

IN A REALIGNMENT of per
nel and reorganization of A
Adv. Agencies, Los Angeles, A
Esary, recently released from
tive duty with the U. S. Mari
Service, has resumed his posi
of vice-president and treasure
the firm, W. F. Gardner, presi
announced. John T. Bradley
been made Los Angeles office m
ager, with Bill Welsh general
duction manager. Shirley Pero
space and timebuyer with Bill
so and Carolyn Caro new to
production staff. Dick Bartlett,
Sterling and Carl Reid are acco
executives. Pete Hindley conti
as manager of the agency's
Francisco office, with Victor
berroth named assistant mana
Lowell Smith is production m
ager and Barbara Timmons s
and timebuyer. Grant Merrill,
duction manager, will be tempo
ily in charge of the agency's S
tle office until a resident man
is appointed. Florence Hoff is s
and timebuyer for that office.

Choate Named

BOTSFORD, Constantine & G
ner, San Francisco agency,
named Stuart Choate, form
with Newell-Emmett, as time
for the San Francisco office.
tional Biscuit Co., New York,
signed for sponsorship of *Rex*
ler, News, on 37 Don Lee stati
five days a week, 4:15-4:30
Contract is for 52 weeks. Well
Peck, San Francisco, (Fa
Flavor foods) has signed for s
sorship of H. V. Kaltenborn,
5 p.m. three days a week on
San Francisco. Contract is for
weeks. Agency for both firms
Botsford, Constantine & Gar

"The following is electrically transcribed..."

pepsi cola hits the spot...
PRESTO RECORDING CORPORATION

on PRESTO discs!

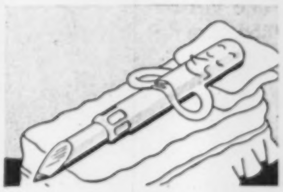
Pepsi-Cola's bouncy little ditty seems likely to become an American folksong. It has been played on the air more than a million times since 1939. You've heard it in swing-time and in "classical" versions for the intelligentsia. It has made Pepsi-Cola a buy-word in homes throughout the nation.

Pepsi-Cola "spots" are cut on PRESTO discs. *Most important transcriptions are.* For recording engineers know that PRESTO discs give finer results with less margin for error—*actually perform better than most of the recording equipment on which they are used.* That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND

Less Surface Noise

No Distortion



Easier on Cutting Needle

No Fussy Needle Adjustments

WORLD'S LARGEST MANUFACTURER

OF INSTANTANEOUS SOUND

RECORDING EQUIPMENT

AND DISCS

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.
Walter P. Downs Ltd., in Canada

WJW
CLEVELAND
BASIC BLUE NETWORK
850 KC 5000 WATTS
REPRESENTED NATIONALLY BY
HEADLEY-REED COMPANY

Stability Counts
NOW---AND IN THE POST-WAR PERIOD

THE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets . . . the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL
5000 WATTS
NIGHT AND DAY 910 KC
••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

Radio Advertisers

F. STODDARD DRAKE, formerly in the advertising and sales department of Procter & Gamble Co., Cincinnati, has been named advertising and sales promotion manager of Home Products Sales Corp., New York, selling agents for Taylor-Reed Corp., spot radio advertiser for Tumbo Puddings and Coca Marsh.

AMERICAN INSTITUTE of Food Products on April 9 will begin sponsoring "Dr. Eddy's Food & Home Forum" 9:30-10 a.m. Monday through Friday on the Yankee Network in New England and WGAN Portland, Me. Program, featuring Dr. Walter H. Eddy, nutritionist and authority on vitamins, and Ella Mason, home economics expert, began, Feb. 19 as a sustainer, originating at WNAC Boston.

WILL A. MORGAN, released from the Navy, has returned to Continental Oil Co., Ponca City, Okla., as superintendent of the advertising department. Fred L. Hanks, former assistant sales manager who was acting advertising head during Mr. Morgan's absence, has been appointed superintendent of marketing analysis.

ROSAL Ltd., Philadelphia (perfume), has named Seberhagen Inc., Philadelphia agency, to handle its advertising. Radio is said to be considered.

IMPERIAL PRODUCTS Co., Cincinnati (reversible window shades), has named Keelor & Stites, Cincinnati agency, to handle its advertising. Radio is said to be considered.

MILLER & RHOADS, Richmond (department store), has appointed Douglas D. Simon Inc., New York, to handle its advertising. Plans are said to include radio.

S. & G. GUMP Co., San Francisco (antiques, objects of art), is currently sponsoring Deane Dickason's "Closeups of Our Fighting Fronts" on KQW San Jose, Cal., Sunday 9:30 p.m. Agency is Knollin Adv. Agency, San Francisco.

PURPLE BLADE Co., San Francisco (razor blades) on Feb. 15 started sponsorship of Ernie Smith's sportscasts, quarter-hour show heard Thursday 10:45-11 p.m. on KQW San Francisco. Contract is for 13 weeks. Account was placed by Garfield & Guild, San Francisco.

RADIO TRAINING ASSN. of America, Beverly Hills, Cal. (correspondence course), has started sponsoring a twice-weekly live hillbilly program on KECA Los Angeles. Contract for 26 weeks started Feb. 12. Agency is Davis-Hood & Assoc., Los Angeles.

BARRY BUCHANAN, for two years special coordinator for the Treasury Dept. for the motion picture industry, has been made advertising and publicity director of United Artists Corp., New York, succeeding Louis Pollock, who resigned last December.

K. ARAKELIAN Inc., San Francisco (Maderia wines), adding to its West Coast schedule on Feb. 15 started using five spot announcements weekly on KMPC Hollywood. Contract is for 52 weeks. Norman Kelso Adv., San Francisco, has account.

PETROL CORP., Los Angeles, in its current campaign is using daily spot announcements on 11 Southern California stations. Agency is McNeil & McCleery, Los Angeles.

BULLOCK'S Inc., Los Angeles (department store), has started a five-weekly quarter-hour chatter program "Hollywood Fan Magazine of the Air" on KFI Los Angeles. Contract is for 52 weeks. Firm also sponsors weekly half-hour drama series "Downstage Center" on that station. Agency is Dana Jones Co., Los Angeles.

DOWNTOWN TABERNACLE, Portland, Ore. (religious), is sponsoring weekly half-hour transcribed "Wings of Healing" on WGES KVI KGER KMTR. Other stations are being added. Agency is Tom Westwood Adv., Los Angeles.

MACDONALD Tobacco Co., Montreal, has started a five-minute transcribed sport program on 10 Canadian stations. Account was placed by Harold F. Stanfield Ltd., Montreal.

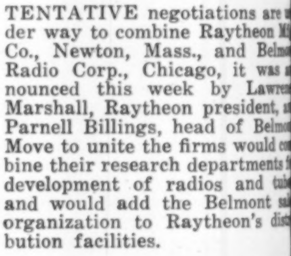
SUCCESS SHINES from the f of Helen Fiege, radio director Kroger Grocery & Baking Co., C cinnati, and Basil O'Connor, tional Red Cross director, as congratulate each other on get thousands of playing cards servicemen in the front lines in hospitals. One mention of fighting men's need on the Kro show, *Linda's First Love*, brou on the flood of cards from listen The Red Cross distributed th Ralph H. Jones Co., Cincinn handles Kroger account.

Bendix Names Three

EARL L. HADLEY, former adv tising and promotion manager the Grigsby-Grunow Co., manuf turers of Majestic Radios, has b appointed director of advertis and sales promotion of the Ben Radio division of Bendix Aviat Corp., it was announced by Leon C. Truesdell, general sales manag for Bendix home radio. Mr. Had will handle promotion and adver ing for the forthcoming line Bendix AM and FM radios and dio-phonograph combinations. the same time Mr. Truesdell pointed Horace W. Royer, form quality control engineer for GE product manager for the Ben home radio line. Mr. Truesdell a named William R. Albright, f merly a district representative Philco Corp., to the post of west merchandise manager for Ben Radio.

Raytheon Merger

TENTATIVE negotiations are u der way to combine Raytheon M Co., Newton, Mass., and Belmo Radio Corp., Chicago, it was a nounced this week by Lawren Marshall, Raytheon president, a Parnell Billings, head of Belmo Move to unite the firms would co bine their research departments f development of radios and tub and would add the Belmont sa organization to Raytheon's dist bution facilities.



CARRYING ALL CBS MAJOR PROGRAM
KGVO
MISSOULA · MONTANA

XUM

Our Respects to

(Continued from page 38)

ram men working parttime, to oothly integrated professional consisting of 105 men and 51 transmitters operating 17 rs a day. The AFN built GI- ted shows for millions of Amer- soldiers in the European The- e of Operations; feeds specially ceived programs to China- rma and India; dramatizes ntation lectures; launches con- vation campaigns; and, in gen- l, "sells" the Army to a sensi- e audience of sales-resisting sol- rs.

Probably the high spot of Hayes' ievement is the assembling of high-powered news department erating the latest war infor- tion to a news-hungry audience GIs. Staffed by an alert corps trained newsmen, the AFN sroom [BROADCASTING, Nov. 13] apable of comparison with any ilar full-scale civilian operation the States.

With the departure of Col. Ed rby, upon the completion of the er's tour of duty, Hayes—then major—was elevated to the post Associate Director of Troop adcasting Services, SHAEF, rusted with the job of balancing erican, British and Canadian adcasting activities to the ops, through the medium of the ied Expeditionary Forces Pro- m.

On December 1, of this year, enhower's Headquarters ounced his promotion to the k of lieutenant colonel.

Born in Philadelphia 34 years last August 21st, John Hayes ended the local public schools il he entered U. of Pennsylva- in 1931. After graduation, he k his first radio job at WIP iladelphia. In 1936, he left the tion as program director to ve on to his post in the execu- e department at WOR-Mutual, m where, in 1941, he departed the wars. Married to the former elyn Herrmann of New York, is the father of a son, Jonathan, d 5. He is author of the radio t book *Both Sides of the Micro- one.*

In commenting on his attain- nts, Hayes, said: "It isn't by y means a personal success. Let be sure to pay a well deserved ibute to the BBC. They have been agnificently helpful and without em we could have in no way done e job. But most of the tributes ould really go to America's sys- m of commercial radio. That's e system which has supplied us t only with so many of our pro- rams, but which has groomed our en so well and so thoroughly at they were able to step into eir jobs over here with hardly extra day's training from us. e are over 3,000 miles away from me and yet 95% of our staff was awn from the ranks of profes- nal broadcasters. Whatever suc- s we have is a testimonial to erican radio."

It looks like a bright future for the San Francisco Bay Area. Business went up 12.57% in the first 11 months of 1944. Payrolls and retail sales soared too. 1945 looks even better. Insure your part in this bright future by using KPO

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

in the CONTROL ROOM

EDWARD HISSACK, formerly with Link Radio Corp., New York, has joined the engineering staff of WOV New York. Recently released from the Army, he saw action in the Pacific.

BETTY LEE, formerly with the BBC in New York, joins WOV March 2.

KEN McKENZIE and **WALLY PETERSON** have joined the technical staff of CJOR Vancouver.

GORDON BENNETT, formerly of CJAT Trail, B. C., has joined the engineering staff of CBR Vancouver.

FRANK E. KNAACK, former chief engineer of WMCA New York, will join WLIB New York as technical director in March.

EARL L. HADLEY, formerly with the Cable Co., Chicago, has been named director of advertising and sales promotion for AM and FM radio and radio-phonograph combinations to be produced by the Bendix Radio division of Bendix Aviation Corp.

BILL MONTGOMERY is a new member of the control staff at WBIG Greensboro, N. C., replacing **ELAINE LYON** who has joined the U. S. Weather Bureau at Knoxville.

RUSS McCLAIN, former engineer of WPEN Philadelphia now with the Army in Italy, has been promoted to captain.

M. DALE REDLINGSHAFER, formerly of KFEL Denver, has joined the engineering staff of KGHF Pueblo, Col.

STEVE TYSON, broadcast operator of CBL Toronto, is the father of a girl.

VICTOR ROWE, formerly of CBK Watrous, and **RUSS WALSH** of CBM Montreal, have joined the transmitter staff of CBA Sackville.

HAROLD (Red) STEIN, engineer of KLZ Denver, has been commissioned an ensign in the U. S. Maritime Service and will be assigned as radio operator aboard a merchant ship.

HERBERT B. WYERS, studio field engineer of WLS Chicago for 12 years, has joined the Blue central division. **JOHN GIBSON**, new to radio, has joined CKY Winnipeg as control operator. **DIBBS WOODS**, former control operator of CKY Winnipeg, is now with the Canadian Army in Holland. **GORDON THOMPSON**, also a former CKY control operator, is now a corporal wireless operator and gunner with the RCAF coastal command.

PAUL JOHNSON, engineer of the CBS Overseas Unit, has returned to Canada after serving on all western European war fronts. He will remain in Canada as assistant to **R. D. CAHOON**, chief engineer of the CBS's international shortwave service.

BILL THOMAS, control room engineer of WWSW Pittsburgh, on Feb. 28 will marry Janet Darby, Pittsburgh.

CHARLES A. QUICK, former control room engineer of WFBL Syracuse, now with the Coast Guard, is stationed at Groton, Conn. as instructor of radio technicians at the Coast Guard Radio Maintenance School.

BOB WALLENDER, engineer of WCCO Minneapolis-St. Paul, is the father of a boy.

STAFF SGT. OLIN W. JOHNSON, former chief engineer of WICA Clovis, N. M., was among survivors of Bataan and Corregidor rescued on Jan. 30 from Cabanatuan, Japanese prison camp on Luzon, according to report received in Southern California.

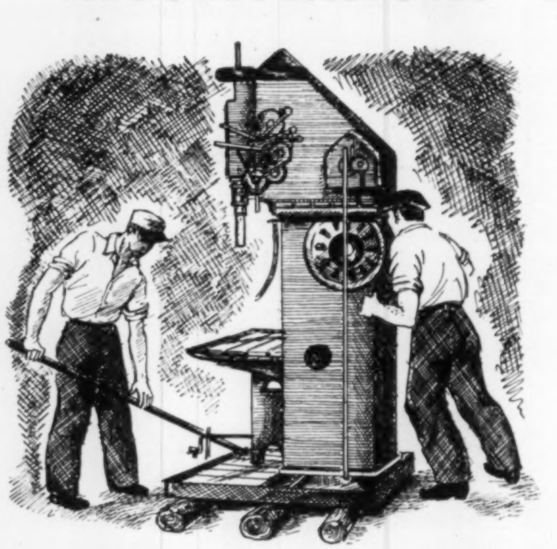
CECIL L. SLY, vice-president and sales manager of Universal Microphone Co., Inglewood, Cal., has been named director of sales, a new post. **DEE BREEN**, former western division sales manager of Littlefuse Inc., El Monte, Cal., has joined Universal as sales manager. **ROBERT RAMSEY**, formerly in charge of receiving department, has been placed in charge of service division.

FACTUAL FISH story is disp by fisherman (l to r): John Pearson, owner of John E. Pe Co., Chicago, station repre tives; Bucky Harris, radio di (foreign and domestic) of G Adv.; Ralph D. Foster, presi and general manager of KW Springfield, Mo. Fish were ca recently at Acapulco, Mexico.

Fownes Bros. Project

FOWNES BROS. & Co., York, glove manufacturer, week started spot announcem in three evening periods on New York, its first radio ven Plans call for expansion int national spot campaign in primary areas, according to S ling Adv., New York.

RECONVERSION? WHAT'S THAT?



Everybody knows that many a war-boo market is in for a terrific jolt when pea comes. Here in the Roanoke section Southwest Virginia we're sitting pretty.

Wheels are humming in these parts— they're wheels in factories whose peace-ti products will be snapped up by eager pu chasers. Our U. S. Steel subsidiary plan for instance . . . our big rayon works . the Norfolk and Western Railway, wi headquarters here. Reconversion isn't *the* worry!

Advertise to people whose prosperity wi *continue!* Only one local station—WDBJ goes satisfactorily into all their 118,92 listening homes. Ask us, or Free & Peter about availabilities!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

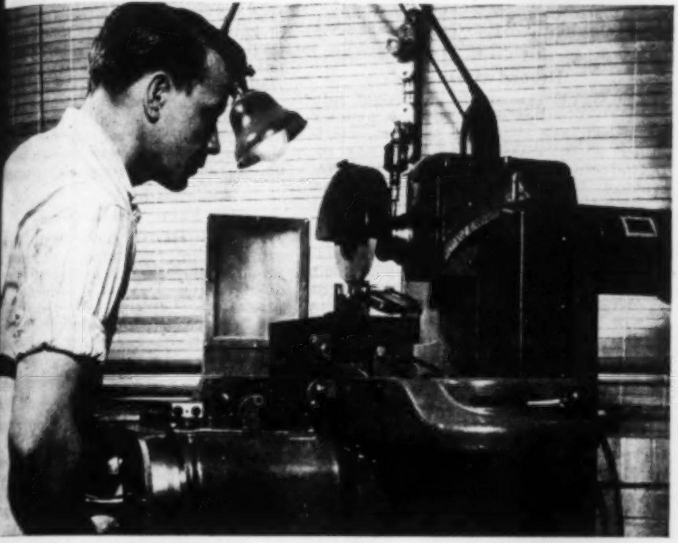
WDBJ
ROANOKE VA.

SYLVANIA NEWS

STATION OPERATION EDITION

EBRUARY 26 *Published in the Interests of Better Sight and Sound* 1945

Well-Equipped Sylvania Plant Makes Own Small Parts to Assure Top Quality in Radio Tubes



Many of the special tools required for turning out small tube parts are tailor-made right at Sylvania's Emporium plant.

To insure that all Sylvania-made radio tubes used by broadcasting stations will be of the very best quality, the well equipped tube plant in Emporium, Pennsylvania, provides extensive facilities for making over 8500 of the delicate small parts that go into Sylvania tubes.

Each month over 600 million small parts are turned out. In making these intricate parts, Sylvania craftsmen work with a variety of metals such as tungsten, steel, copper, phosphor bronze, beryllium copper and tantalum.

The Emporium staff includes highly skilled production engineers, tool and design men, and expert tube makers.

Tiny tube parts are magnified and their outlines superimposed on scale drawings to insure meeting the extremely close tolerances required.

By a sampling method, watchful Sylvania inspectors carefully study each batch of small parts for detailed perfection.

SYLVANIA ELECTRIC

SYLVANIA ELECTRIC PRODUCTS INC., Emporium Pa.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS

[illegible]
REGIONAL [illegible]

WGR

550 K.C.

BUFFALO'S
BLUE
NETWORK
STATION

5000 WATTS BY DAY
[illegible] WATTS [illegible]
[illegible]

BUFFALO
BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

JEANNE STRONGIN, 21, said to be the youngest member of the NAB's Assn. of Women Directors, is member of the organization by virtue of a war-plant show she conducts weekly via walkie talkie in the yards of the Electric Boat Co., Groton, Conn. Miss Strongin takes the portable mike to a different department of the plant each week and interviews various sub workers while the plant listens over the public address system. Feature is part of the company's program to draw employes closer together and as a means of maintaining stability in manpower lists.

* * *

School Programs

TWO programs directed to high school students and parents have started their second season on WBRY Waterbury, Conn. The *High School Highlights* program, written and produced by students, features news of social, scholastic and sports activities in western Connecticut schools. Other show, *The High School Victory Theatre*, broadcasts quarter-hour plays with wartime themes enacted by students from local schools.

* * *

WEBR Mail Call

TITLED *Armed Forces Mail Call*, program on WEBR Buffalo is being aired Monday through Saturday 8:15-9 a.m. with songs dedicated by servicemen overseas and in U. S. camps to civilian friends in Buffalo. Station sent out request cards to business firms as well as listeners for them to send to boys in service.

Purely PROGRAMS

WLW 'Washington Front'

FROM the Nation's Capital WLW Cincinnati is airing a new weekly program each Saturday afternoon 5:30-5:45 (CWT) titled *Washington Front* with Gordon Graham, manager of the Crosley station's Washington bureau, as moderator. First program featured Andrew May of Kentucky, author of the "work or fight" bill, who gave reasons for the measure, and Rep. Forest A. Harness (R-Ind.), who presented reasons for opposition to the bill. On another program Sen. Harold H. Burton (R-O.), member of the Senate Commerce Committee was guest. Sen. Burton discussed recent action in connection with the Wallace nomination and the George Bill.

* * *

Record Auditions

TO GIVE the public an insight into how audiences react to new popular records, and thus help them in selecting discs, WOV New York has introduced *Audition Hall of the Air* as a bi-weekly 2½-hour feature of Alan Courtney's *1280 Club* of recorded music. Four different listeners appear on the program each time to vote on the records. Informal discussion is included. For the benefit of those who don't hear the program, including men in service, a brief summary of the results will be mailed gratis upon request.

Classical Talent

WNEW New York is giving classical talent an opportunity broadcast on *Behind the Curtain*, ly half-hour series started Feb Board of judges composed of Dickson, Negro conductor, as a manent member, and two guest sicians, audition the artists then comment on performances. tain will hide talent from judges avoid possible prejudice by pers appearance and stage fright.

* * *

Medical Series

CHEMOTHERAPY, new branch medical science, is featured in a of half-hour dramatized broadcasts CJBC Toronto and the CBC minion network. Titled *War Wit End* series will tell of the disco of the theory of chemotherapy, experiments which led to the disco of salvarsan, the remedy for syp the various experiments which br about the sulfa drugs and penici

* * *

Farm Discussions

HIGH SCHOOL agricultural te ers are in charge of a series weekly educational programs sta on WHIO Dayton. Students program chairmen participate the broadcasts which include such jects as: Getting a Start in Farm Producing Hybrid Corn for Mi County Farmers, and Our Adult ning Program.

* * *

Share-the-Tackle

IN VIEW of the dearth of out sports equipment because of the Pat Patterson, sponsored on W Cleveland at 9:15 p.m. Tuesday the Chrisholm Boot Co., has tur his sportcast into a public ser feature for fishermen and hunt with a "Share-the-Tackle" moveme

* * *

Church Topics

TOPICS of the Sunday morning mons of churches of the WSPA Sp tanburg, S. C. area, are now br cast each Saturday. *Your Ch Bulletin Board* is a half-hour fea and includes news of the churches well as religious organ music.

* * *

Negro Series

OUTSTANDING NEGRO per ties are featured in a Sunday hour series *Open House in H* on WHN New York, with Bob ard, WHN pianist, as m.c.

PUBLIC NOTICE

There are money-give-away programs in Worcester, but not on WTAG.

Because:

— WTAG ratings do not need artificial hypoing.*

— WTAG believes that: audiences are earned — not bought.

— Money-getting audiences look for something for nothing. They are not interested in the sponsor or his product.

* Program ratings on WTAG are from two to four times national average.

PAUL H. RAYMER CO. National Sales Representatives
WTAG WTAG-FM WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE
BASIC CBS
580 KC
5000 Watts

INFORMED SPONSO
ARE BUYING
KFN
"The Friendly Farmer Sta
SHENANDOAH, IOW
1000 w. 920 k
Frank Stubbs, Mgr.

eteran Radio Vessel, 'Apache', Relays adio and Press Copy from Luzon Area

AMED radio ship, the *Apache*, oved in with the invaders on the uzon operations, relaying network oadcasts and more than a half illion words of press copy back to e United States, according to ord just received from Maj. A. A. chechter, public relations officer tached to Gen. MacArthur's staff d former director of special ents for NBC.

A 399 mobile broadcasting unit as mounted on a 2½-ton truck hich drove onto the beach, so that oadcasts could be made from the ene of action, and relayed back the *Apache*. In addition, radioen set up an advance radio unit rther up in the fighting area. ithin a few hours, they had rung land lines to further insure st communication to the ship. so in operation was a very highequency shortwave unit.

Net Pool

Four network correspondents, rthur Feldman of Blue, George lster of NBC, Royal Arch Gunnin of Mutual, and William J. nn of CBS, drew lots for rotan order on a pooled broadcast, which each took three minutes scribing the invasion. As troops shed further inland, correspondts accompanied them and were ong the first to reach Manila en that city was liberated ROADCASTING, Feb. 12]. Milton ase, WLW Cincinnati war reter, has now joined the radiomen on Luzon, according to Maj. Schechter. Several Australian broadcasters also have arrived.

As a special salute to Manila, WIP Philadelphia presented a program Feb. 10 at 9:30 p.m. The Claudio Post of Philadelphia's Independence Hall, comprised of Filipino veterans, staged the show, which was transcribed by WIP. Mayor Bernard Samuel, Judge Vincent A. Carroll, and Benedict Gimbel Jr., WIP president, added messages of congratulations. Program was sent to Gen. MacArthur, Adm. Nimitz and Philippine President Osmena.

WMCA Wins Citation

FOR DISTINGUISHED service in the field of racial amity, WMCA New York has received a citation from the Schomburg collection of the New York Public Library. Station received award for its weekly half-hour Negro life and race program, *New World A-Coming*. Organization annually conducts a nation-wide poll to determine the 12 Negro and 6 white persons or organizations who have done most for the improvement of race relations in terms of democracy. Award also was conferred on Sachs Quality Furniture Co., New York, for an extensive newspaper campaign urging religious and racial tolerance which also serve as a basis for Sach's *We Hold These Truths* series on WMCA.

WLAW

LAWRENCE, MASS.
5000 WATTS·680 KC

COLUMBIA AFFILIATE

ERVING NEW ENGLAND'S
3 RD LARGEST
CONCENTRATED
RADIO AUDIENCE

National Representatives:
WEED & COMPANY

PEORIAREA Moves the Earth

...WMBD Moves Your Products

When the Axis Sees Red
We'll Change the Color

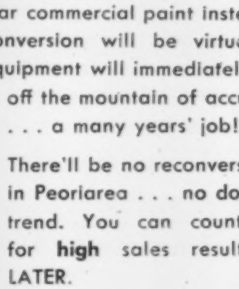
One of these days, the Axis will see red and toss in the sponge. That's when reconversion slumps will hit many markets with a BANG. But not likely Peoria. We'll merely change the color of the paint and continue.

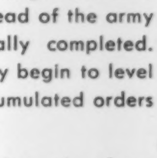
You see, most of Peoria's peacetime products are being used as is for the war. Dob on the regular commercial paint instead of the army drab and PRESTO, our reconversion will be virtually completed. Then Peoria's earth-moving equipment will immediately begin to level off the mountain of accumulated orders . . . a many years' job!

There'll be no reconversion sales slump in Peoriarea . . . no downward market trend. You can count on Peoriarea for **high** sales results, NOW and LATER.

Peorians Have the WMBD Habit!

Not just the city of Peoria, but the entire PEORIAREA of over 600,000 population is dominated by WMBD, as proved by Hooper and Conlan listener surveys. WMBD is far out in front with a coverage "tune-in" of 56.3% (Conlan, 1944). WMBD's audience in PEORIAREA is greater than all other stations combined!





FREE & PETERS, INC.
National Representatives

WMBD
Member CBS

PEORIAREA
Pop.614,200

COLUMBIA NETWORK

WKBW
1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC.

XUM

through 1 network YOU NOW REACH A FARM MARKET OF $7,039,223.00

76 stations offering you a blanket coverage of

- **Missouri**
- **Montana**
- **Nebraska**
- **North Dakota**
- **South Dakota**
- **Wisconsin**
- **Illinois**
- **Indiana**
- **Iowa**
- **Kansas**
- **Michigan**
- **Minnesota**

ONE NETWORK
to reach
ONE FARM AUDIENCE

NCBS is now ready to offer you a farm network exclusive of anything that has previously been available in the way of a rural audience. Thru the combination of Mississippi Valley Network, which is operated by North Central Broadcasting System, Inc., you have an agricultural coverage of 1,598,762 farm radios. Potential customers for all farm products. Programs presented will be created exclusively for the farm population eager for your advertising message.

THE Mississippi Valley Network will give blanket coverage of the principal sections in the United States which produce more than three-fourths of the agricultural products, grain and livestock each year. North Central Broadcasting System presents a maximum rural coverage over this exclusive agricultural network.

Mississippi Valley Network..

OPERATED BY **NORTH CENTRAL BROADCASTING SYSTEM, INC.**

JOHN W. BOLER, President

for further information write to........

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
First National Bank Bldg.
Cedar 8579

Chicago, Illinois
360 North Michigan Avenue
State 0361

HICAGO AGENCIES UTTING PERSONNEL

HICAGO advertising agencies, hich are among those businesses ith unessential ratings requested st week by the local War Manower Commission chief, Lester rown, to employ 10% fewer male nployes than as of March 1 last ar, are reducing personnel in line ith the directive.

Some few agencies such as Grant dv. are not touched because their ale staff is already more than % under their regular employent ceiling due to inroads by the med forces. Others such as Ruthuff & Ryan, BBDO and Needm, Louis & Brorby will have to erate with reduced personnel.

The directive for the procedure as issued to regional offices by MC Director Byrnes in July 44. It is a voluntary one but ethed, nevertheless, with possible plication of WPB sanctions ithholding priorities on repairs or erations. There have been other plications of the directive in aces such as Allentown, Pa., and ewark, N. J., but the Chicago stance is apparently the first in principal city where agencies ight be touched.

It is at the discretion of local ea chiefs that the program is t into effect and only after study needs and the possibility of fillg them from available manwer. Only men qualified for esntial jobs are wanted and refusal accept a job if qualified, blackts the employe in his old position, forcing him eventually to acpt an essential post.

FCC Admits Sirica

HN J. SIRICA, Washington atrney and former general counsel the House Select Committee to vestigate the FCC, last week was mitted to practice before the mmission. Other lawyers admitd last week are Orville H. Walm, Washington; William J. iedman, Maurice Rosenfield, arles K. Schwartz, Chicago; rnard B. Smith, New York.

Griesedieck on 12

IESEDIECK Bros. Brewery, Louis, started using chain aks and spot announcements 8 week contract through Ruthuff & Ryan, Chicago, on the folving stations: WTAD KFRU MBH KTTS KWOS WCBS TAX WSOY WJPF KFVS OC KDRO.

acts About Rome"

NOW OFF
THE PRESS

If you failed to
receive your
copy write
Happy Quarles

MUTUAL
WRGA
ROME GEORGIA

Bert Silen Joins OWI, Resuming Govt. Career

BERT SILEN, former NBC correspondent in the Philippines, last week resumed a Government career which was interrupted three years ago by the fall of Manila by joining the Overseas Branch of the OWI. Mr. Silen had been an employe of the old Coordinator of Information for 18 days prior to his internment at Santo Tomas prison from which he was rescued early in the month [BROADCASTING, Feb. 12]. The Coordinator's office was a predecessor agency to OWI.

Before Manila fell, Mr. Silen put on broadcasts over especially established networks in the Philippines in addition to other information activities. He continued his information work among the internees in the prison camp. Pat Flaherty and George Folster now cover Manila for NBC.

Listening in East Hits New High in January

RADIO listening in the New York-Northern New Jersey-Philadelphia area hit a new high in January, topping even the Pearl Harbor week audience, according to the Radio Audience, monthly newsletter of The Pulse Inc. January 1945 listening was 9% higher than in January 1944, 22.5% over January 1943, and 13.8% over January 1942.

Reporting on a study of five-a-week evening programs, the newsletter says such programs do not necessarily draw as stable and faithful an audience as morning shows. "The study shows that the audience to the five-times-a-week series on the five evenings fluctuates just as strongly as the audiences listening to a competing station for five different broadcasts at the same quarter-hour. In other words, the listeners prefer to tune in for more attractive once-weekly shows when they are broadcast and tune back to their serials when the competition of other shows is not strong enough . . . The habit-forming quality of evening serials seem very weak."

New WCOP Tower Site

NEGOTIATIONS are underway at WCOP Boston, Cowles station, for acquisition of a transmitter site in Lexington, Mass. Beginning June 15 WCOP will be a Blue outlet, and the present transmitter, now located on the speedway in Allston, with a three-tower antenna system directing the signal to Boston, is deemed inadequate for WCOP's plans for future expansion. Proposed new transmitter site will allow for future increase in power for better coverage of Metropolitan Boston.

Joseloff to Biow

STANLEY S. JOSELOFF has resigned as national director of talent and program development of the Blue network to join Biow Co., New York, March 15 as radio director, with over-all supervision of radio program production. Biow radio setup remains the same with Frank Barton, business manager; Maria J. White, timebuyer; Walter Lurie, Eastern program manager; H. Calvin Kughl, West Coast program manager. Mr. Joseloff went to the Blue last November from Young & Rubicam.

The news is going around—
Buy KQV in Pittsburgh!

PITTSBURGH NEWS
KQV

Allegheny Broadcasting Corp.
National Representatives: SPOT SALES, INC.

IN Boston IT'S
WHDH
850 on Your Radio Dial
5000 WATTS

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

IN LESS THAN FOUR MONTHS . . .

In less than four months CKEY has climbed into first place in Toronto.

Elliott-Haynes Listening Index for December (daytime) provides convincing, in fact conclusive evidence of CKEY's superiority.

	Stn. CKEY	Stn. B	Stn. C	Stn. D
9 a.m.—12 noon	29.5	19.7	22.5	9.4
12 noon— 3 p.m.	23.6	32.1	24.2	6.3
3 p.m.— 6 p.m.	34.8	19.7	20.8	5.2
TOTAL DAY				
9 a.m.— 6 p.m.	29.3	23.8	22.5	7.0

As further proof that CKEY is going places we list the "number of programs first in popularity" as shown in the December survey:

CKEY	20
STATION B	13
STATION C	13
STATION D	0

See what we mean about CKEY going places? The foregoing evidence of outstanding progress is causing widespread comment. Thousands of people are talking about CKEY . . .

Leading magazines are talking about us too. See BUSINESS WEEK (December 16) . . . TIDE (January 1) . . . BROADCASTING (January 1) . . . TIME (January 22).

AND, in addition to all this, on JANUARY 14TH, CKEY BECAME ONE OF THE MOST POWERFUL PRIVATE RADIO STATIONS IN CANADA—5000 WATTS.

There's the story gentlemen, of CKEY's rising value in the radio market—*and the cost remains the same.* Remember, CKEY has more daytime listeners than any other Toronto station.

P.S.—
And the January 1945 Elliott-Haynes daytime ratings are even better than December.

DIAL 580

CKEY
TORONTO

80% of Stations Attending NA Meetings Sign BMB Contrac

AN AVERAGE of 80% of stations represented at NAB district conferences signed contracts with the Broadcast Measurement Bureau, it has been announced by the Bureau's president, Hugh Feltis.

Total signing to date is 285, Mr. Feltis said. Of this number, 236 accepted at nine district conferences comprising the first half of the series of meetings scheduled by the NAB.

In making the announcement, Mr. Feltis reported also an executive committee meeting of the BMB held in New York and attended by Paul West, president of ANA; Frederic Gamble, president of AAAA; J. Harold Ryan, president of NAB; Roger Clipp, president of WFIL Philadelphia, and Mr. Feltis. Decision was made to establish four committees: Advertising and Industry Relations, Research, Finance and Bylaws, Rules and Procedure. Membership is to be named this week.

The NAB District meeting Boston, to be held March 5-6, be attended by Linnea Nel chief timebuyer, J. Walter Tho son Co., and Robert F. Elder, ager of market research, Le Bros., who will assist Mr. Feltis presenting the BMB plan.

A chart showing results of B sales activity at the district m ings held thus far shows the lowing results:

	District	Stations attending	Now Signed
Memphis	6	35	31
Dallas	13	45	42
Los Angeles	16	45	42
San Francisco	15	25	10
Portland	17	39	35
Salt Lake City	14	24	22
Kansas City	10	38	29
Minneapolis	11	28	24
Pittsburgh	3	33	29

The above tabulation does not clude 21 stations which submit contracts voluntarily and wh District meeting may have not been held.

NAB DISTRICT MEETINGS

REVISED schedule of NAB district meetings follows:

Second District

District 1—Boston—Monday, Tuesday, March 5-6, Statler.

District 2—New York—Thursday, Friday, March 8-9, Roosevelt.

District 4—D. C., Virginia, West Virginia broadcasters, Washington—Monday, Tuesday, March 12-13, Statler.

District 4—N. C., S. C. broadcasters, Charlotte, N. C.—Thursday, Friday, March 15-16 (Hotel Charlotte).

District 5—Ga., Ala. broadcasters, Atlanta—Monday, Tuesday, March 19-20 (Henry Grady Hotel).

District 5—Fla., Puerto Rico broadcasters, Jacksonville—Thursday, Friday, March 22-23 (probably Hotel Mayflower).

District 7 — Cincinnati — Monday, Tuesday, March 26-27 (probably Hotel Gibson).

District 9—Chicago—Thursday, Friday, March 29-30, Palmer House.

District 8—Detroit—Monday, Tuesday, April 2-3 (Book-Cadillac).

Gellard Gets 3 Years

SAMUEL GELLARD, minority stockholder, and former secretary of WBYN Brooklyn, was sentenced last Wednesday in the Court of Special Sessions, New York, to serve an indeterminate penitentiary sentence, not to exceed three years, the maximum sentence which this court can impose for a misdemeanor. Mr. Gellard was found guilty Feb. 6 of conspiracy to obtain money for alleged charitable purposes by false pretenses through operating the Overseas Cigarette Service. Project, promoted on several WBYN programs, solicited money for the purchase of cigarettes for servicemen at prices allegedly higher than market value. [BROADCASTING, Feb. 12]. Attorney for Mr. Gellard and Samuel Kessler, his chief salesman also sentenced, said last week that sentence would be appealed.

Trimount on MBS

TRIMOUNT CLOTHING Co., B ton, for Clipper Craft Clothes, sponsor *Topics of Today*, with D othy Thompson on 60 Mutual s tions Sunday 9:45-10 p.m., beg ning March 26. Now heard s taining on the Blue Sunday 8:1 8:30 p.m., Miss Thompson has b sponsored on that network f alternating 13-week runs for past several years. If Miss Thom son's plans for an overseas trip m terialize, broadcasts would contin by shortwave pickup. Agency Emil Mogul Co., New York.

Aquatogs Project

AQUATOGS, New York, is ma ing plans for a spot announceme campaign in about 50 cities for line of rainwear for women, mis and children. In its first regu use of the medium, firm started 52-week series twice-weekly qu ter-hour *Operatic Scrap Book* WQXR New York. Each week different store is mentioned and different type of coat promot Agency is Glicksman Adv., N York.

"Just turn on WFDF F George—and please excuse back."

ONVENTON PERMIT EGULATION EASED

NEW INTERPRETATION of travel ban on conventions, opping requirement of permits meetings with an out-of-town tendance of 50 or less in addition the local attendance, announced the Office of Defense Transportion, will mean the continuance NAB district meetings.

The change in policy was caused the "burdensome" overflow of plications to the War Committee Conventions, but Col. J. Monroe hnson, committee chairman, emasized that the action does not nstitute approval of such meetgs. He urged that the gatherings cancelled or at least postponed til such time as the situation comes less critical than it is w."

The convention ban, the ODT d, is a temporary one pending easing of the railroad problem. wever, it was explained, despite h attempts at alleviation the ation is expected to change for worse if at all during the rest 1945.

President J. Harold Ryan of the AB announced that the associan meetings will proceed, staying thin the 50 out-of-town regisnts allowed.

BDO Business Session Held in New York

BDO held its annual business eting at the Hotel Ambassador New York last week, drawing er 30 representatives from the ency's branch offices. Stockhold' meeting Thursday was foled Friday by an all-day conence, with department heads as principal speakers, and B. C. ffy, executive vice-president in rge of eastern offices, presid. Branch offices were to be repented as follows:

Minneapolis—H. H. Haput, vice-prest in charge; Jack Bridge, Harry rne, Ed Cashin, Alan Shearer, er Verran, Carl Hensel, Al Clague. sburgh—Leon Hansen, vice-presit in charge; Jim Holding, Harry h, Faris Feland, Ted Rigness, Pepi Eric Mantle. Cleveland—Clarence Davis, vice-president in charge; Norn Hendershot. San Francisco—Charles Ferguson, vice-president in charge, y Neally, Tom Dillon, Bob Mangan, rles McDougall. Chicago—Robert B. ton, vice-president in charge; Ken . Boston—Francis Hatch, vice-prest; George Mattheson, Laurence tt, Arthur Wolfum, Francis Bald. Los Angeles—W. B. Geissinger, e-president in charge; Ernie Turner, Clark. Hollywood—Wayne Tiss, vicesident in charge and associate radio ector. Buffalo—Stanley P. Irvin.

Ben Duffy, executive vice-presit for the East, was elected a e-president and general manager the board of directors. He sucds Alex Osborn, who becomes irman of the board, post vacant ce the death last April of Wilm H. Johns. Mr. Duffy has been th the agency 25 years. John C. rnelius, executive vice-president, Minneapolis, was re-elected ecutive vice-president for the est, covering Chicago, Minnelis, San Francisco and Los Anles. Hollywood branch, headed by ayne Tiss, vice-president, now ndles radio activities and movie -ups only. John Johns vice-presit and account executive, was cted to the Board of Directors.

How to pull mail...

172,000 Christmas cards in response to *two* appeals on Beulah Karney's afternoon program! And all Beulah had said was, what a good idea it would be for people to send old Christmas cards to wounded veterans for making lampshades, baskets and other gifts!

Two brief announcements—172,000 cards! That's a record to shoot at—and any Blue Spot salesman will be happy to let you know all the details about *you* doing the loading, aiming and firing! You won't be after old Christmas cards, of course, but case after case like this has proved over and over again that WENR can get *your* response, sell *your* goods, in this great Mid-Western market!

Contact Blue Spot Sales or the Sales Department of

WENR

SELLING ONE TENTH OF THE NATION!

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

OWNED AND OPERATED BY THE AMERICAN BROADCASTING CO.
CHICAGO • NEW YORK • WASHINGTON • PITTSBURGH • SAN FRANCISCO • HOLLYWOOD • DETROIT

WHAT'S YOUR PROSPECT IN POVERTY (Ky.)?

Patched britches might sell like mad in Poverty (Kentucky) but we just wouldn't quite say as much for soup, soap, motor oil and stuff. "Poverty", like so many other tiny towns in Kentucky, ain't a "rich, prosperous market." *The Louisville Trading Area's retail sales are larger than those of the rest of Kentucky combined.* And in that area, WAVE is the nearest, clearest NBC station—which is 'nuff said, ain't it? Or shall we send you the whole story?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

Score of Petitions Seek New Stations

3 AM, 17 FM, 2 Tele CPs Are Requested of FCC

AMONG more than a score of new applications filed with the FCC and not heretofore reported are requests for construction permits for three new standard stations, two commercial television outlets and 17 FM stations.

Birney Imes Jr., licensee of WCBI Columbus and WELO Tupelo, Miss., and applicant for a new standard station at Meridian, files for 1230 kc, 250 w and unlimited hours of operation for a proposed outlet at Corinth, Miss.

Rome Outlet Sought

Facilities of 1450 kc with 250 w and unlimited time at Rome, N. Y. are sought by Copper City Broadcasting Corp., principally owned by Myron J. Kallet, 248 shares (99.8%), president, major interest holder in Kallet Theatres Inc., regional chain. Others in the company are Joseph S. Kallet (1 sh), secretary, and William T. MacNeilly (1 sh), vice-president and treasurer, both of whom also are affiliated with the movie chain.

Assignment of 1490 kc with 250 w and unlimited time at Wichita, Kan. is sought in application filed by Adelaide Lillian Carrell, licensee of WBBZ Ponca City, Okla.

77TH BIRTHDAY was spent Feb. 5 by Burridge D. Butler, principal owner of KOY Phoenix, WLS Chicago and the *Prairie Farmer*, at the Phoenix station. Picture proves popularity of Owner Butler among station personnel.

Debs Memorial Radio Fund Inc., licensee of WEVD New York, is applicant for commercial television facilities on Channel 17, 282-288 mc.

A new commercial television station to be located in Chicago and to operate on 44-50 mc, frequency specified in proposed allocations, is sought in application filed by Raytheon Manufacturing Co., which also has requested television facilities in New York and Waltham, Mass.

Seek FM Stations

Applicants for new FM stations and facilities requested are:

Ohio Broadcasting Co., Marion, O., for 47.1 mc, 2,882 sq. mi. coverage and $24,250 estimated cost; East Liverpool, O., for 49.1 mc, 3,057 sq. mi. coverage and $43,350 estimated cost.

WING Dayton, O., for 46.3 mc, 14,140 sq. mi. coverage and $53,000 estimated cost.

WKBB Dubuque, Ia., for 45.5 mc, 7,900 sq. mi., and $21,300 estimated cost.

WENY Elmira, N. Y., for 46.7 mc, 19,600 sq. mi. coverage and $60,000 estimated cost.

Sacramento Valley Broadcasters, Marysville, Cal., for 43.3 mc, 19,800 sq. mi. coverage and $70,800 estimated cost.

KFBK Sacramento, Cal. for 41.7 mc, 24,580 sq. mi. coverage and $68,000 estimated cost.

KMJ Fresno, Cal. for 46.7 mc, 14,500 sq. mi. coverage and $61,000 estimated cost.

WMGA Moultrie, Ga. for 47.3 mc, 10,100 sq. mi. coverage and $35,000 estimated cost.

KBUR Burlington, Ia. for 45.3 mc, 10,080 sq. mi. coverage and $40,100 estimated cost.

WIBC Indianapolis for 46.1 mc, 9,245 sq. mi. coverage and $51,2 estimated cost.

WROL Knoxville for 44.5 m 12,400 sq. mi. coverage, and $6 000 estimated cost.

Valley Pub. Co., Harlinge Tex., for 44.5 mc. 1,515 sq. m coverage and $13,350 estimate cost.

Brownsville Herald Pub. Co Brownsville, Tex., for 46.5 m 632 sq. mi. coverage and $13,2 estimated cost.

Valley Evening Monitor Inc McAllen, Tex., for 48.5 mc, 9 sq. mi. coverage and $13,350 estimated cost.

Raytheon Manufacturing Co Chicago, for 44.9 mc, 10,100 s mi. coverage and $60,000-$75,0 estimated cost.

Knoxville Publishing Co., Knoxville, Tenn., for 46.5 mc, 13,2 sq. mi. coverage and $100,000 estimated cost.

McClatchy Broadcasting C KFBK and KMJ licensee, has ready acquired sites for the tra mitters of the proposed FM s tions, according to announceme by Eleanor McClatchy, preside The KFBK FM transmitter site on Mt. Vaca, 2,870 ft. high, loca near Vacaville, 36 miles from S ramento. FM transmitter site KMJ is on Mt. Campbell with 1,7 ft. elevation and located 20 mi from Fresno. Secondary signal a (50 microvolt) of the Sacrame station would cover 2,412,433 p sons while for the Fresno ou 422,945 persons would rece service.

L. E. Owens, at one time a iated with WTCN Minneapolis, president of Valley Pub. Co., which he holds 64% interest; a also is president and 54% ow of Brownsville Herald Pub. Co. a Valley Evening Monitor Inc., three of which publish daily p pers in their respective cities. Pr to 1939 Mr. Owens was preside and 10% owner of Northwest P lications Inc., St. Paul, which h half of the common stock of WTC Mr. Owens was director of WTC

Ohio Broadcasting Co., licens of WHBC Canton, O., has pre ously applied for a new FM stat to be located in Canton.

Sacramento Broadcasters is new partnership composed of th local businessmen, Warren N. Sh gle, president of the Marysv Chamber of Commerce; Lester Rice, general contractor, and B erly B. Ballard, mail route tractor.

COPIES
BY DIRECT CUTTING OF YOUR RECORDINGS

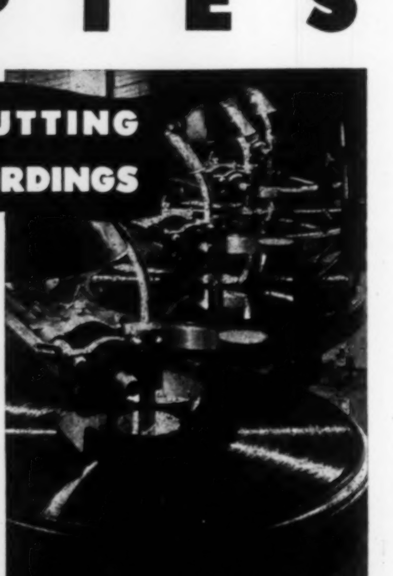
33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE
—packaged and shipped from Chicago.

Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1



WBNS
REACHES HOME!
COLUMBUS
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US!

House Would Clip AFM Power

(*Continued from Page 15*)

cation". If he succeeds in en- cing this mandate, he said, he be able to control all music ching in the U. S.

At the commencement of the rings, which began on Thurs-, the Committee witnessed a nicolor sound picture produced the U. of Michigan portraying teaching methods employed at Interlochen school.

Petrillo's Power

Continuing his testimony at the day hearing, Dr. Maddy said he talked with many members of AFM and that none of them ored the ban on Interlochen but e afraid to express their views the union leadership. Reading m a section of the AFM constition, he testified that Mr. Petrilad absolute power to expel any nber or to change the constitu-. He said the members are not mitted to see the constitution that he had obtained his copy "circuitous methods".

Questioned by Chairman Lea, he that the Interlochen school rates only in the summer and rges a tuition of $300 for eight ks. He added that 80% of the dents come from outside the te. Salaries paid last summer to aculty of 50, including 28 mems of the AFM, totaled $75,000. said the Camp owns 500 acres miles north of Ann Arbor and eives some appropriations from state.

He said that the school broadts four hours a week over AR East Lansing, an educaal station operated by Michi- State College.

he Committee also heard testiy from Army and Navy offis regarding policies governing earances of service bands at ous functions and protests by AFM against certain performes.

Col. Ed Kirby, chief of the Radio nch, Bureau of Public Relas, War Dept., testified that the ny has had little difficulty with AFM regarding the activities of its service bands. He said the Army does not consult with the union on whether the bands should appear at any particular function.

Capt. William F. Loventhal, in charge of the U. S. Navy band in Washington, said the Navy is confronted with many requests for appearances of the band and has a general policy prohibiting performances which compete with employment of civilian musicians. However, he said there were occasional borderline requests and in such cases he has asked the requesting party to obtain permission of the AFM local.

He said the U. S. Navy band broadcasts four times a week over the major networks and has a listening audience of about 20 million. He said the broadcasts promote recruiting for the various services and other Government campaigns and are noncommercial.

Capt. L. J. Bernard, Coast Guard, said that Coast Guard bands have appeared in theatres in support of recruiting drives but that approval of the performances was arranged between the theatres and the union.

Lt. Col. John H. Masters, U. S. Marine Corps, testified the Corps had received a protest from the AFM concerning the appearance of a Marine Band in connection with the dedication of station KFMB San Diego, Cal., in 1941. The Navy informed the union that the ceremonies for the occasion were of a patriotic nature and that the appearance of the band was within Navy regulations.

Capt. Frank Gary, Office of Chief of Naval Operations, Navy Dept., testified that requests for appearances in the various naval districts are left to the determination of the commanding officer, with the general policy restricting perfomances, broadcast or otherwise, which do not compete with civilian employment.

SCREEN version of Blue program, *Tom Breneman's Breakfast in Hollywood*, will be produced by Producers Releasing Corp., under title, "Breakfast at Sardi's."

WOW Case Beyond FCC Province, Says Johnson

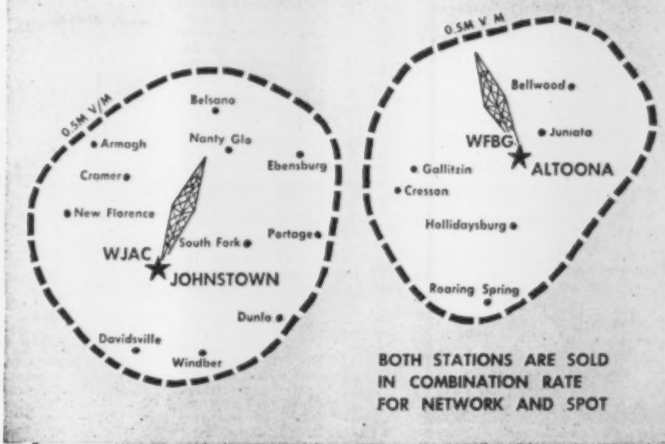
CHALLENGING the contention cited by James Lawrence Fly, former FCC chairman, for his client, Radio Station WOW Inc., that the judgment of the Supreme Court of Nebraska should not stand in enjoining the station's transfer since it invades the FCC's jurisdiction under Section 402 (a) of the Communications Act [BROADCASTING, Feb. 12], a brief submitted to the U. S. Supreme Court last week by the respondent, Dr. Homer J. Johnson, claims the Act should not be construed as giving the Commission exclusive jurisdiction.

First, the brief contends in arguing against the FCC's jurisdiction, the primary purpose of the original action was to void a "fraudulent lease" of the station and the license to operate the station was only incidentally involved; thus the state court should have power to act. Question of listening public interest being involved is dismissed on the contention that the Society had been operating the station well. The brief also charges the question of jurisdiction was not raised until after the lower court's decision. A number of "inaccurate statements" are credited to the petitioners' brief which the respondent allows are probably due to Mr. Fly's recent appearance in the case. Hearing before the Supreme Court is set for Wednesday.

PUBLIC school children in Washington will get their lessons via radio broadcasts, if future plans of the District of Columbia School Board go through.

ST. LOUIS
a great city
HOTEL
MAYFAIR
a great hotel
DOWNTOWN ST. LOUIS
AT YOUR DOORSTEP

WJAC
JOHNSTOWN
NBC
WFBG
ALTOONA
These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD
IN COMBINATION RATE
FOR NETWORK AND SPOT
National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

CRYSTALS
OLLISTER CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1927

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS

WSPA

SPARTANBURG, SOUTH CAROLINA

Home of Camp Croft

5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

700 NEW OIL WELLS FOR MISSISSIPPI

"Within the last year, Mississippi's 'proven oil reserves' have increased nearly six times from 38,872,000 on Jan. 1, 1944, to 216,270,000 on January 1, 1945.

"More than 500 oil wells in proven Mississippi fields will be drilled during 1945, at a cost of approximately $25,000,000, and anywhere from 170 to 200 'wildcat' wells, whose total cost will run nearly as high, according to best estimates of oil experts." *

Oil is adding new wealth to Mississippi. Prospects in the heart of the deep south were never brighter. Agriculture, industry and oil—all three provide a growing, stable market the year 'round.

And WJDX—"the Voice of Mississippi"—continues to DOMINATE this profitable market. If you have a message for Mississippians, WJDX will put it across.

* Jackson (Miss.) Daily News Feb. 5, 1945.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

BRIEFS FILED IN FCC ALLOCATION HEARING

FM Broadcasters Inc.

OPPOSES FCC proposals, contending shift of FM to 84-102 mc would cause two-year delay and that "would paralyze this new industry". Also charges Commission "rested its proposal" for shift "almost entirely upon the testimony of Dr. K. A. Norton" and "rejected the testimony of such widely experienced propagation experts as Dr. J. H. Dellinger, Dr. H. H. Beverage and Maj. E. H. Armstrong."

Attacks Dr. Norton's calculations as possibly inaccurate, submitting opinions of other engineers tending to show the FCC expert, now on leave to the Army, erred. Also claims not sufficient knowledge of phenomena at 100 mc is available to ascertain whether FM would serve better in that portion of spectrum, that Dr. Norton's conclusions are based on "interpretations" and not facts. "Since Dr. Norton's conclusions are at variance with those of the other experts, it is important that his methods and assumptions be clearly understood," says FMBI brief.

Shifting spectrum location would entail cost to public of "many millions of dollars", present allocation problems "similar to those in the standard broadcast band", cost FM pioneers their investments to date as well as their audiences. It is "highly probable that any advantages thought to be gained by shifting FM to the higher frequencies will be more than offset by the prevalence of 'shadows' and other phenomena about which the record is now silent," brief continues.

FMBI promises to present at oral argument statistics on actual number of FM sets manufactured and in hands of public, together with other pertinent data.

FMBI concurs in 200-kc channel width and provision for ultimate expansion of the art to 30 mc. Also in accord with recommendations relating to relay stations S-T links, satellite control, developmental stations and experimental high-frequency stations.

* * *

Cowles Broadcasting Co.

SUPPORTS the FCC's proposed allocations and submits "constructive suggestions" dealing with possible licensing policies.

Among differences of opinion about FM's place in the spectrum, some seem to be influenced by economic factors, says the Cowles brief, while others based on ignorance of co-channel interference, fear of unknown factors in the new band and belief that Commission engineers have insufficient data, are unsound.

Regarding television, Cowles brief states the allocation below 216 mc is not ideal but justified because of necessity for providing channels for aviation and Government services between 108-180 mc. Therefore, regardless of FM, it is impossible to provide better television facilities.

Cowles welcomes setting aside channels for newcomers and providing competition, expressing fears, however, that the proposed licensing policy will rather impede competition since rivalry between AM and FM is not commercially nor financially feasible. Counterproposal is to permit the simultaneous broadcast of identical programs over both types of stations, encouraging AM licensees to operate FM stations and thus expanding FM on a sound economic basis.

* * *

Maj. E. H. Armstrong

THE INVENTOR of FM opposes the FCC proposed findings, recommends that the 44-108 mc band be allocated in this order: Amateurs at lower end, FM in center, television at upper end, with FM starting at some point within its present band and expanding upward into a prospective 30 mc. From a propagation standpoint this would be the logical allocation, providing a better FM service than above 84 mc, he contends.

Maj. Armstrong challenged Dr. K. A. Norton's calculations on propagation, supported his challenge with a memorandum by himself, Dr. H. H. Beverage of RCA Labs. and Charles R. Burrows, based on studies made by those three in collaboration with Dr. G. W. Pickard, Dr. H. T. Stetson, and Stuart Bailey, all widely-known engineers.

Memorandum charges Dr. Norton made a fundamental error in his calculations, provides findings of the study disproving Norton's claims and points to alleged discrepancies in his testimony at allocation hearings.

NAB

PRAISES FCC proposed allocation as dealing justly with broadcasting in view of total spectrum space available and as offering opportunity to develop and expand into new fields. Neither endorses nor opposes FM allocation and asks FCC to give additional attention to data.

Calls facsimile proposal just and reasonable. Approves television allocation above 400 mc, but criticizes allocation below 300 mc. Opposes FCC language giving preference to "newcomers" by reserving 20 of 70 FM channels allocated to commercial broadcasting for later applicants, points out that some of existing broadcasters may be denied an FM channel merely because of apparent FCC preference for "newcomers".

Has no objection to allocation to subscription radio service if it doesn't handicap expansion or development of FM but points out that presence of "squeal" among FM channels would confuse public and lower its estimate of high-fidelity FM. Urges separate portion of spectrum be selected, if allocation is made. Holds that allocation of 22 shared channels between 25 and 28 mc for relay broadcasting is inadequate, and asks FCC to review allocation of only four channels in the 156-162 mc band, valuable for walkie-talkie use.

* * *

WCBA Schenectady

OBJECTS to Commission proposal to move FM in view of "apparent disregard of the recommendations of the industry". Brief cites allocation hearing record to substantiate allegation FCC asked for industry recommendations, then ignored them. Recommended FM be retained in its present band.

* * *

NBC-RCA-RCAC

RCA and affiliated companies term FCC proposals generally sound, but offer compromise allocation involving FM and television. Temporary allocation of FM 42-44 mc, as proposed pending transition to 84-102 mc, held undesirable. RCA and NBC counter with this proposal: Television 44-50 mc and 54-84 mc; FM 90-108 mc, with band 84-90 mc unassigned for possible video or FM use later.

Suggested that if 84-102 mc proposal becomes permanent, FM be given temporary haven 42-50 mc, since no present television operators would have use for 44-50 mc channel. By time television is ready for proposed Channel 1 "it will be feasible for the FM station to move directly to its permanent frequency assignment in the 84-102 mc band".

On television RCA-NBC comment "immediate needs of television should have priority over possible future needs of FM", therefore it's unwise for FCC to designate 102-108 mc for allocation later; it should be given television immediately.

RCAC on fixed public services, offers several recommendations for allocation of frequencies proposed by FCC.

NBC objects to Commission's proposal for relay broadcast services to share channels between 25-28 mc, recommends exclusive channels be set aside since networks use relays for such events as Presidential inaugurations, political conventions, disasters, etc., and need exclusive frequencies. Recommends 20 channels 40 kc wide between 25-28 mc, providing relays for networks and independents. NBC also su 20 channels in the 156-162 band walkie-talkie use, a band of 50 allocated in the 3000-mc region relay broadcasting, exclusively.

* * *

WMFM Milwaukee

EXPRESSES grave doubt that sky interference in present FM band upper portion of spectrum is of character as to injure good FM se contends evidence in that respect meager, therefore urges FCC to r FM in its present band or adopt alternate plan: 44-46 mc, amate 46-64 mc, FM; 64-70 mc, unassig 76-78 mc, amateurs; 78-108 mc, te sion.

WMFM, owned by The Journal headed by Walter J. Damm, vice-p dent in charge of Journal's radio ests, and president of FMBI, urges C mission not to permit engineering siderations to be sole factor in mo FM. "If, from an engineering point," argues WMFM, "the move FM is indispensable to the rendition acceptable interference-free se then we concede that it is unimpor for the Commission to concern with such economics and social re as will ensue from the transition.

"If there's the slightest doubt, the Commission's attitude should focused with great emphasis on engineering, but otherwise critical, tors that are involved." Factors listed as impact of the change on listeners and their receivers, (2) broadcasters. Brief cites that 500,00 sets are in hands of public; one ma facturer sold 58,000 sets which resale value of $17,600,000. WMFM tends shift of FM would entail made necessary by field tests, etc., manufacturers would be delayed other six months tooling up to pro new type sets.

* * *

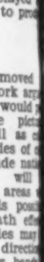
CBS

TELEVISION should be moved higher frequencies, the network arg to obtain wider bands. This would mit better black-and-white pict with more elements, as well as c television. Technical difficulties of rent video, tending to preclude nati wide, competitive service, will avoided and larger service areas result. Larger service area is possi the network claims. Multipath eff or ghosts, in lower frequencies may solved by use of sharply directi receiving antennas in higher band

Cost of receivers would be no hig and the improved service would re under high-definition standards. operation would be a mistake, argues, doubling costs and penali pioneers in favor of newcomers no investment or experience in tele sion. The public should be kept informed on television.

Within a year after manpower materials are fully available, and sibly before the end of 1945, the work promises to demonstrate band television transmission and re tion.

FCC proposal that FM be moved higher frequencies was supported order to avoid interference difficu which may be serious in years of creased sunspot activity. More FM ch nels were favored. CBS recomme that no frequencies be assigned to ater television and subscription services on the ground they be available to the public only on



Montreal's great Aldred Skyscraper symbolizes the volume of business in Quebec Province.

RADIO PLANNING PAYS . . .

Montreal's great skyscrapers are a constant reminder of the business activity of Quebec Province. 3½ million people form a large and specialized audience for your radio message—they will respond when the program is designed especially for Quebec. We specialize in designing programs, in both English and French, for the whole of Canada. May we prove to you, as we have done for many National advertisers, that R.P.P. Radio Planning Pays?

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

nt of a fee and could utilize wire s rather than radio frequencies. If scription radio is allocated frequen- they should be in the point-to- nt band.

* * *

AT&T

DS the FCC's proposal inadequate a number of respects, in general ocating adequate channels for the owing common carrier services: (1) d public services channels to be red only with other common car- s and broadcast services such as vision; (2) coastal and ship service the 102-108 mc and 156-162 mc ge, possibly sharing with urban bile service; (3) special emergency ice in frequencies for exclusive use communication carriers; (4) general bile service in exclusive channels for mon carrier use not designated ex- mental; (5) urban service in 102- mc range and 20 channels, appar- y unallocated, in 156-162 mc range; highway service channels for land ions immediately above 42 mc and mobile stations above 38 mc with rate distress frequency not neces- ; (7) relay systems ultimately .in usive channels for common carrier

* * *

Yankee Network

POSES proposed FM allocations, tending Commission's plan "not ified by the record" and would t great injury upon the public and ting FM licensees. Proposed proce- e for shifting to new frequencies ld "unnecessarily inflict injury and ose a disadvantage" on FM pioneers, would give "benefit and advantage ate-comers".

* * *

U. S. Office of Education

PROVES 200-kc channel width, num- of educational FM channels, con- ity of educational and commercial bands, provisions for facsimile, y and S-T links, television and cit- s' radiocommunications service, but resses confusion as to location of Leaves it entirely to FCC.

* * *

Michigan Radio Education Commission

POSES FCC proposals and recom- nds FM be allocated in the band 4 mc, with 46-50 mc set aside for commercial educational stations.

* * *

WENA Detroit

POSES FCC proposals, recommends be allocated in the band 46-64 mc, h 64-70 mc earmarked for future FM ansion. Contends 21,000 receivers in NA area would be obsoleted by t; converting transmitter would $20,000-$25,000.

* * *

WELD Columbus, O.

POSES FCC proposals, recommends gnment of as many stations as pos- le on one frequency to determine ther co-channel interference is as ous as some experts have testified. es either presently assigned fre- encies be further investigated or re- ned, or a reasonable portion be luded in any new allocation for FM.

RTPB BRIEFS

Panel 4

NERALLY agrees with the Commis- n's proposals except for those on y broadcasting which it urges be onsidered to provide exclusive as- ment of 20 channels between 25 and mc to prevent interference from petitive services plus another 20 nnels in the 156-162 mc band.

Panel 5 (FM)

POSING Commission's proposal for Panel 5, headed by C. M. Jansky chairman, and W. R. David, vice- irman, contends position of FM "is most important" issue in the entire cation proceeding. Propagation racteristics are broken down as (1) wave phenomena, (2) tropospheric nomena, (3) shadows, (4) multipath distortion. "Commission's proposal," ments Panel 5, "apparently con- des that only skywave phenomena truly important."

roposal to move FM above 84 mc based largely upon K. A. Norton's rpretations" of propagation exhib- introduced at allocation hearings Dr. Lynde P. Wheeler of FCC techni- information section, says Panel 5, points out "the testimony of noted pagation authorities, particularly H. H. Beverage and Dr. J. H. Dellinger, is not in agreement with that of Norton"

RTPB recommendations are in accord with Drs. Dellinger and Beverage to effect that FM should remain where it is, brief points out, charging the Commission's proposed findings do not give "due consideration" to Panel 5's study and recommendations. Panel 5 charges the two propagation exhibits on which Dr. Norton based his conclusions are not "entirely factual" but involve "interpretations and conclusions" and do not show "basic data but interpretations of such data".

Dr. Norton's calculations are challenged as inaccurate and testimony of Dr. Beverage is cited to disprove Norton's theory, Panel 5 contending "the Commission's choice, insofar as it is influenced by propagation phenomena is primarily between the conclusions of Norton on the one hand and those of Dellinger and Beverage on the other."

Panel 5 is in agreement with the FCC proposed findings regarding channel width and the number of channels for FM.

* * *

Panel 8

HOLDS proposals inadequate; recommends, (1) eight block channel, 27,335-28,000 kc for international fixed public point-to-point service; (2) continued operation of existing fixed services in bands 116-119, 156-162 and 401-450 mc with temporary primary right of occupancy for at least five years in 940-960 mc or higher frequency bands and new coastal station control circuits from 156-162 mc until 940-960 mc band proves practicable; (3) specific frequencies, 50-mc for common carrier, short toll telephone and rural subscribed services which might be shared with additional frequencies being requested for common carrier general mobile service by Committee 8, Panel 13. Press Wireless Inc. concurs.

* * *

Panel 12

APPEAL Committee on Medical & Surgical Applications serving for the Physical Therapy Mfrs. Group of the American Surgical Trade Assn. opposes the Commission's suggestion of three bands having a center frequency of 13.66 mc, 27.32 mc and 40.98 mc with a band width of plus or minus 0.05%; recommend a portion of the spectrum between 10-50 mc.

* * *

Panel 13

COMMITTEE 1 on Police Radio Services voices no objections to proposed allocations but recommends alterations within proposal framework.

* * *

COMMITTEE 2, the International Municipal Signal Assn. and International Fire Chiefs concurred in the FCC proposals.

COMMITTEE 3 on Forestry Conservation Services requests 2 additional channels, each 100 kc wide, for automatic relays in band 102-108 mc.

* * *

COMMITTEE 4 on Power Utilities Radio Communications Systems endorses principles proposed by FCC and reservation of frequencies for experimental use by all services. Comments that above 300 mc proposed experimental allocations are expected to provide immediate postwar requirements of power utilities; between 25-300 mc, however, proposed allocations are inadequate; sharing with television must be determined by experience.

* * *

COMMITTEE 7 and Assn. of American Railroads object to sharing channels with other services and recommend cleared channels in the unassigned portions of the 156-162 mc and 102-108 mc bands.

* * *

CHICAGO, ROCK ISLAND & Pacific Railway Co. (filing separate brief), recommends one channel for experimental work in vicinity of 2600-2700 mc, change of 60 kc band width to at least 100 kc for channel assignments between 100 and 200 mc and channels 156-162 mc, now assigned for road operation be modified to include terminal and yard operation.

* * *

COMMITTEE 8, the National Assn. of Taxicab Owners and Cab Research Bureau feel the report generally satis-

EDDY HOWARD

Eddy turned down a medical career for music while still a student at Stanford University . . . successfully made his singing debut with Al Pearce, and played guitar and trombone—besides singing—for Dick Jurgens. Now he's clicking on his own.

I WENT OUT OF MY WAY
YOURS
Col. 36303

I TRIED
SOME MUST WIN, SOME MUST LOSE
Col. 36104

DO I WORRY
MY SISTER AND I
Col. 36074

For the complete list of BMI-licensed titles recorded by Howard see your BMI DISC DATA or write for your copy of this special service.

BMI

NEW YORK CHICAGO HOLLYWOOD

factory but since the requirements of the industry are not met in entirety, appearance before the Commission again may be necessary. Committee 8 opposes FCC proposals for seven frequencies for urban mobile service as inadequate and proposes more frequencies in 50-200 mc region.

* * *

AERONAUTICAL RADIO Inc. supports the Commission's recommendations in the 25-30,000 mc band.

* * *

EASTERN STATES Police Radio League requests more frequencies than proposed in the 30-40 mc band and possible assignments in the 42-44 mc, 102-108 mc and 156-162 mc bands.

* * *

Independent Telephone Groups

U. S. INDEPENDENT Telephone Assn. objects mainly to the sharing of frequencies for some services. Proposed allocations of the FCC "do offer encouragement" for certain types of telephone service, but Commission is urged to reconsider its allocations in favor of those suggested by the association.

* * *

WABASH, Tri-County, Union, Texas, and Southern Continental Telephone Cos. contend Commission has allocated the barest minimum of frequencies needed, request additional frequencies and, if possible, elimination of sharing.

* * *

American Broadcasting Co. (Blue)

Supports FCC proposal, points out that since the Blue owns no FM or television stations at present it is in the "unique position of being well qualified to judge the adequacy of the overall fairness of the proposed allocations for these services". Believes Commission proposal represents "best possible overall arrangement to permit both services to progress rapidly toward a nationwide service with a maximum benefit in the public interest".

* * *

Subscription Radio Inc.

BELIEVES addition of subscription radio will "encourage the larger and more effective use of radio in the public interest"; proposes the Commission make "additional evidence" (results of survey conducted in New York) part of the permanent allocation hearing record; contends wire lines not practicable for the proposed service, therefore it's a radio function.

* * *

WQXQ New York

SUPPORTS stand of FMBI, opposes moving FM from its present location.

* * *

Dr. Alfred N. Goldsmith

URGES FCC to "modify" its original proposal and include a 200-mc band between 2500-5000 mc for experimental centercasting. In its report Commission held not sufficient evidence was produced to show centercasting to be of general service.

* * *

RTPB Panel 13

DANIEL E. NOBLE, panel chairman, in separate brief, suggested 102-108 mc is "ideally suited" for mobile communications requirements and should be so assigned.

COMMITTEE 5, transit utilities, asks further consideration of its requests; believes sharing with television as proposed not feasible.

* * *

RTPB Panel 7

FACSIMILE panel accepts and endorses greater part of FCC recommendations; excepts to proposals that "might limit development of facsimile" (1) as a service independent of sound to channels as high in the frequencies as 470-480 mc, and (2) which would prevent use of facsimile on television sound or picture channel when not in use for television broadcasting. Requests 102-108 mc band to be allocated to independent facsimile stations or to licensees in same area who also operate sound broadcasting stations in AM or FM band; suggests new rule to permit single licensee to operate two FM transmitters in a single area, one for sound, the other for facsimile.

* * *

RTPB Panel 12

COMMITTEE 1 (Committee on Industrial & Heating Applications) in brief by Alexander Senauke urged reconsiderations for industrial and medical services.

Aireon Mfg. Co.

SUPPORTS allocations for railroad radio, but asks FCC to change language of report to disapprove of carrier current systems and favor space radio for railroad communications.

* * *

Amer. Trucking Assn.

SEEKS additional channels in the 30-44 mc range for general mobile services; asks consideration in the 102-108 mc band.

* * *

Lorain County Corp.

REQUESTS additional eight channels in the 40-44 mc band for ship-to-ship and ship-to-shore service.

ARGUMENT NOTICE

IN THE MATTER of allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10 kc to 30,000,000 kc (Docket No. 6651):

Oral argument in the above matter will commence on Wednesday, Feb. 28, 1945, at 10:30 a.m. It will be held at the National Museum on Constitution Avenue at the foot of 10th St. The Commission will sit daily and hopes to conclude no later than Saturday, March 3, 1945. If the argument is not concluded by then the Commission will sit on Monday, Tuesday, and Wednesday, March 5, 6 and 7.

Oral argument or additional testimony as to any of the services or group of services will be received in the following order:

Fixed Public Services (other than Alaska)
Coastal, Marine Relay, Ship, Mobile Press, and Fixed Public Service in Alaska
Aviation Radio Services
International Broadcasting
Amateur Radio Service
Standard Broadcast Service and Other Broadcast Services
FM Broadcast Service
Non-Commercial Educational Broadcast Service
Police Radio Services
Fire Radio Service
Forestry and Conservation Radio Service
Special Services
Miscellaneous Radio Services
Facsimile Broadcast Service
New Radio Services
  Railroad Radio Service
  General Mobile Radio Service
  Citizens Radiocommunication Service
  Theatre Television
  Rural Telephone Service
  Centercasting
  Limited Private Radiotelephone Service

TO UTILIZE manpower more efficiently, KSRO Santa Rosa, Cal., has completely remodeled its transmitter building, installing sound proofing and separate ventilating systems for the operating room and the transmitter proper.

BLUE NET TESTIN VIDEO ECONOM

BLUE NETWORK, which Fe presented the first of a Sunday ning series of television prog it will produce on WRGB Sche tady, GE video station, is appro ing this new field "from the nomic side", according to Ch J. LaRoche, Blue vice-chair "Television shows will succee relation to their ability to goods at low cost," he stated. " we believe, is no time to under the huge expense of evolving a and different art form for te sion. It's wiser to try to adapt we know about listening habit what we will discover about habits."

For its Sunday programs WRGB, the Blue is presentin video adaptation of its after network series *Ladies Be Se* Tomorrow (Feb. 27) the Blue start a Tuesday evening televi series of another of its netw programs. *On Stage Everybody* WABD, DuMont television sta in New York.

Textron on MBS

TEXTRON Inc., New York, fa manufacturer, beginning Feb. will sponsor *This Is Helen H* in a Mutual series devoted lar to recruiting Army and N nurses. Miss Hayes, to be feat in original dramas on 190 stations Sunday 10:15-10:30 p will urge enlistment, and spo announcements will be devoted marily to the drive, with minim mention of the advertiser, acc ing to J. Walter Thompson New York, agency in charge. teners will be told of the Ameri Red Cross recruitment booths be set up in 5,000 department sto Story of Maj. Flora Fellmeth, nurse to leave Manila before Japanese invasion, will be dra tized on the premier, broad from WGN Chicago. Now on with the play "Harriet', Hayes will broadcast from poi on the road. Neal Hopkins, JW will write and produce. Rep. C Boothe Luce was originally sidered for the series [BROADCA ING, Feb. 5].

ROBERT R. SOMERVILLE has signed as assistant sales manage Mutual, a post he has held since April. He came to Mutual from where he had served in network from 1938. He was undecided a future plans last week.

It's Your Move

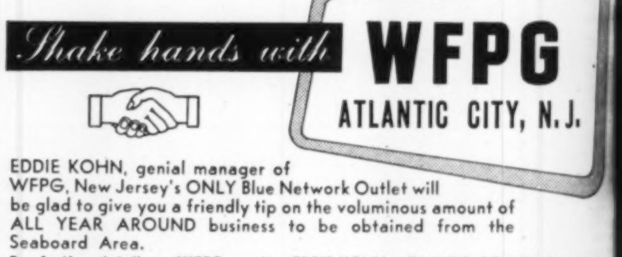
..and your best move for direct cut copies of your recordings is to

U. S. Recording Co.

✓ 24 HOUR DELIVERY
✓ AIR CHECK SERVICE "as others hear it"
✓ COMPLETE FACILITIES
For full air check service, remote pick-ups, service on all recording problems.

write for details to

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.


Shake hands with WFPG ATLANTIC CITY, N. J.

EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

For further details on WFPG---write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write
JOHN LAUX, Managing Director
"THE FRIENDLY GROUP", STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY
STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

THE FRIENDLY GROUP

Clear Channel Hearing Ordered

(Continued from page 16)

, were dismissed without prej- ce since adoption of freeze poli- . Six applications had been dis- sed without prejudice prior to freezes. Those dismissed be- se of the freeze are:

PI Los Angeles, 640 kc, filed June 1936; dismissed June 16, 1942.
SM Nashville, 650 kc, filed June 26, ; dismissed June 16, 1942.
LW Cincinnati, 700 kc, filed June 1941, for 650 kw, amended Sept. 1, , for 50 kw nights, 500 kw days; dis- sed April 7, 1943.
OR New York, 710 kc, filed July 3, ; dismissed June 16, 1942.
GN Chicago, 720 kc, filed April 25, ; dismissed June 16, 1942.
SB Atlanta, 740 kc, filed Dec. 29, ; dismissed June 16, 1942.
JR Detroit, 750 kc, filed June 13, ; dismissed June 16, 1942.
JZ New York, 760 kc, filed April 14, ; dismissed June 16, 1942.
GY Schenectady, 790 kc, filed Sept. 1936; dismissed June 16, 1942.
HO Des Moines, 1000 kc, filed July 1938; dismissed June 16, 1942.
SL Salt Lake City, 1130 kc, filed 3, 1936; dismissed Aug. 12, 1942.
OAI San Antonio, 1190 kc, filed 10, 1936; dismissed June 3, 1942.

ix applications dismissed without prejudice before the freeze follow:

WLW Cincinnati, 700 kc, filed Jan. 1, 1935; dismissed July 10, 1941.
WHAS Louisville, 820 kc, filed May 15, 1936; dismissed Oct. 15, 1941.
KDKA Pittsburgh, 980 kc, filed June 26, 1936; dismissed April 26, 1938.
KNX Los Angeles, 1050 kc, filed July 5, 1925; dismissed May 10, 1938.
WHO Des Moines, 1000 kc, filed March 20, 1936; dismissed May 17, 1938.
WBZ Boston, 990 kc, filed Jan. 25, 1937; returned at request of attorney March 31, 1938.

Applications Dismissed

Applications involving a breakdown of Class I-A channels were dismissed without prejudice since adoption of freeze policies, as follows:

640 kc—WBIG Greensboro, N. C.; WCBM Baltimore; WCHS Charleston, W. Va.; WHCU Ithaca, N. Y.; WJHP Jacksonville, Fla.; WKRC Cincinnati; WOKO Albany, N. Y.
660 kc—KOWH Omaha; KVNU Logan, Utah.
750 kc—WHEB Portsmouth, N. H.
770 kc—WDAE Tampa, Fla.
830 kc—WNYC New York, on Oct. 20, 1942 was denied application for modification to change operation hours from daytime to specified hours, 6 a.m.-11 p.m.

HEELER'S VIEWS

LLOWING is text of the state- nt issued last week by Chair- n Burton K. Wheeler (D-Mont.) the Senate Interstate Commerce mmittee with respect to the FCC ring on clear channels, set for y 9:

am very pleased that the FCC is ng to hold hearings on this matter. er all, as the Commission has pointed in its order, the so-called clear nnels were originally set aside for purpose of rendering service over e areas and to bring service to the al population of the United States. ording to the Commission there are large areas within the United tes which receive no radio service all during the daytime hours and primary service at night.

At the present time the clear-channel tions are located chiefly in the large es where their principal function serving the urban populations in- d of reaching the rural areas as inally intended. It seems to me t the Commission ought to reexam- the whole matter and look into the stion of whether or not these clear nnels should be opened to additional tions.

During the hearings held by the In- state Commerce Committee in the Congress on radio legislation, James Fly, then chairman of the FCC, ted that from an engineering ndpoint clear channels now assigned stations in the big cities in the East uld be shared by stations located the Middle West and Far West with- t electrical interference, thus giving tter service to the interior and the st Coast.

FCC Asked to Condition Sales on Public Service

SUGGESTION that in passing on the sale of stations airing foreign language programs, the FCC "might well wish to make it a condition of the sale that the proposed new owners agree to continue this very valuable public service" is made by the radio committee of the American Civil Liberties Union in a letter written Feb. 15 by the committee's chairman, Thomas R. Carskadon, to Paul A. Porter, FCC Chairman. Letter states that too little public attention has been given to "the fact that a distinct loss in public service often occurs when a well-financed new owner, after buying a relatively small or obscure station at a fancy price, proceeds to overturn completely the established program policv of that station. This is particularly true of stations that have been carrying foreign language programs."

Letter cites several recent instances of "stations in the New York and Boston areas and in other cities being sold to new owners who abruptly cancel foreign-language programs, both sponsored and sustaining."

CLEAR CHANNEL HEARING ORDER

In the Matter of Clear Channel Broadcasting in the Standard Broadcast Band
Docket No. 6741

ORDER

WHEREAS, this Commission and its predecessor, the Federal Radio Commission, have since Nov. 11, 1928 designated certain channels in the standard broadcast band as "clear channels", the purpose of which is to render service over large areas and to bring service to the rural population of the United States; and

WHEREAS, there are still large areas of the continental United States which have no radio service during the day and no primary radio service at night; and

WHEREAS, the Commission has received many applications requesting authorization for the operation of additional stations and for the use of higher power on the clear channel frequencies; and

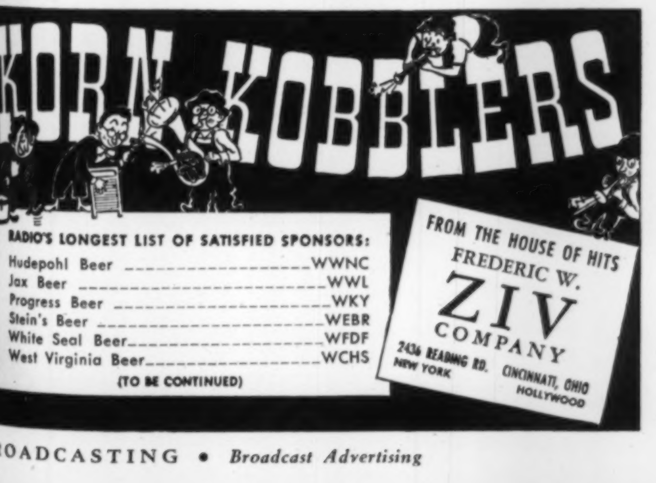
WHEREAS, these applications raise issues which can more appropriately be considered in a general hearing than in a hearing limited to particular applications; and

WHEREAS, the North American Regional Broadcasting Agreement expires March 29, 1946, and it is desirable to determine what, if any, changes are necessary in connection with clear channel assignments prior to a renegotiation of the treaty;

NOW, THEREFORE, IT IS ORDERED, this 20th day of February 1945 that a hearing be held before the Commission en banc commencing at 10:30 a.m. on May 9, 1945, at the offices of the Commission in Washington, D. C., for the purpose of determining:

1. What recommendation concerning the matters covered by this order the Commission should make to the Dept. of State for changes in provisions of the North American Regional Broadcasting Agreement.
2. Whether the number of clear channels should be increased or decreased and what frequencies in the standard broadcast band shall be designated as 1-A channels and as 1-B channels.
3. What minimum power and what maximum power should be required or authorized for operation on clear channels.
4. Whether and to what extent the authorization of power for clear channel stations in excess of 50,000 w would unfavorably affect the economic ability of other stations to operate in the public interest.
5. Whether the present geographical distribution of clear channel stations and the areas they serve represent an optimum distribution of radio service or whether the fair, efficient, and equitable distribution of radio service among the several states and communities specified in Sec. 307(b) of the Communications Act requires a geographical redistribution at this time.
6. Whether it is economically feasible to relocate clear channel stations so as to serve those areas which do not presently receive service.
7. What new rules or regulations, if any, should be promulgated to govern the power or hours of operation of Class II stations operating on clear channels.
8. What changes the Commission should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear channel station.
9. Whether and to what extent the clear channel stations render a program service particularly suited to the needs of listeners in rural areas.
10. The extent to which the service areas of clear channel stations overlap and the extent to which this involves a duplication of program service.
11. What recommendation, if any, the Commission should make to the Congress for the enactment of additional legislation on the matters covered by this order.

IT IS FURTHER ORDERED, that persons or organizations desiring to appear and testify shall notify the Commission of such intention on or before April 2, 1945, stating the names of all witnesses who will appear, the topic each will discuss and the time expected to be required for the testimony.



RADIO'S LONGEST LIST OF SATISFIED SPONSORS:

Hudepohl Beer	WWNC
Jax Beer	WWL
Progress Beer	WKY
Stein's Beer	WEBR
White Seal Beer	WFDF
West Virginia Beer	WCHS

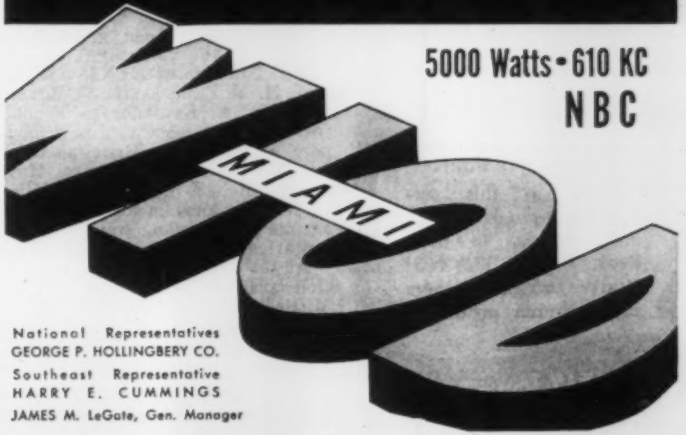
(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W.
ZIV
COMPANY
2436 READING RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD

the station most people listen to most . . .

C. E. HOOPER, INC.
DECEMBER, 1944 — JANUARY, 1945
STATION LISTENING INDEX - MIAMI, FLA.

Station	MORNING INDEX 8 A. M. to 12 noon Mon. thru Fri.	AFTERNOON INDEX 12 noon to 6 P. M. Mon. thru Fri.	EVENING INDEX 6 P. M. thru 10 P. M. Sun. thru Sat.
WIOD	**27.4**	**36.4**	**44.5**
B	20.5	32.4	27.0
C	40.5	20.2	16.1
D	11.6	10.7	12.2



5000 Watts • 610 KC
NBC

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGate, Gen. Manager

LIKE WLS IN CHICAGO

KOY 550

GETS RESULTS IN PHOENIX

CBS

Key station, The Arizona Network,
KTUC, Tucson;
KSUN, Bisbee-Lowell-Douglas.
JOHN BLAIR & COMPANY

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

CALIFORNIA: Long Beach; The Town House, Los Angeles
NEW MEXICO: Albuquerque
OHIO: Dayton-Biltmore in Dayton
TEXAS: Abilene, El Paso, Longview, Lubbock, Plainview
MEXICO: The Palacio Hilton in Chihuahua
C. N. Hilton, President, Hilton Hotels.

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

BBC Stages First Wartime Telecast

Noncommercial Broadcasting Virtually Assured in England

FOR THE first time since the war, the BBC put on a television program last week. It was shown only to delegates and guests of the British Commonwealth Broadcasting Conference, meeting in London Feb. 15-March 9. Announcing the demonstration, in welcoming the assembly, Sir Allan Powell, chairman of BBC's board of governors, expressed the hope that the BBC's regular television service, in operation for three years before the war, would soon begin again, with wider scope.

Although Sir Allan did not touch on the subject of commercial radio plans for Britain, Larry Leseur broadcasting on CBS from London, said that "It's reported that the Government has decided that the semi-government-run BBC will be run the same way after the war. That means that commercial radio with sponsored programs will not be permitted in Britain.

"The British public," he added, "will pay to listen to their government radio through increased annual license fees for each radio set. These government decisions are likely to be brought out in the open in a House of Commons debate soon after Easter."

Debates will probably continue throughout this year, as the present BBC charter does not expire until Jan. 1, 1947. Parliament will announce its decision by Jan. 1, 1946.

W. J. Haley, director general of the BBC, last December told the Radio Industries Club at a London meeting [BROADCASTING, Dec. 4, 1944] that the British felt that broadcasting was not "something to be exploited, something to make money out of. In Britain," he said, "broadcasting is a non-commercial service . . . in which every listener . . . has an equal right with every other listener to the best service that can be given," thus virtually announcing the continuance of noncommercial broadcasting.

Transfer of Control Granted KTNM, KXOX

CONSENT has been granted by the FCC to voluntary assignment of license of KTNM Tucumcari, N. M. from Lester Q. Krasin and Otto A. Krutzner to Tucumcari Broadcasting Co., a new partnership, for $20,000. Equal partners in the new company are Hoyt Houck, Robert D. Houck, Walter G. Russell, local businessmen, and Lonnie J. Preston, station representative of KGNC Amarillo, Tex.

At the same action the Commission granted J. S. McBeath and Mittie Agnes McBeath full control of KXOX Sweetwater, Tex. through purchase of 75 shares (50%) outstanding stock for $8,754.42 from Wendell Mayes, part owner and general manager of KBWD Brownwood, Tex.

NATIONAL UNITY promotion won for WMCA New York the Brotherhood Week radio award of distinguished merit. Nathan Straus (right), president, receives the award from Dr. Edward R. Clinchy, president of the National Conference of Christians and Jews, during WMCA's *New World A-Coming* broadcast Feb. 18. WMCA was the only station in the country honored by the national conference.

HEARS HUSBAND

Voice of Major Douglas Heard by Wife

VOICE of her husband, Maj. Melvyn Douglas, was heard for the first time in 17 months by Rep. Helen Gahagan Douglas (D-Cal.) on MBS *Your Army Service Forces* Feb. 21. Mrs. Douglas, guest on the program, heard a special transcription rushed from the CBI theatre where Maj. Douglas is stationed with the Armed Forces Radio Services.

Mrs. Douglas spoke from WOL Washington while the rest of the show originated in New York. She was presented a transcription of the program.

WEMP, KOMA Granted Transfers in FCC Action

VOLUNTARY assignment of license of WEMP Milwaukee was granted by the FCC last week from Glenn D. Roberts and six other individuals doing business as Milwaukee Broadcasting Co. to a newly formed partnership composed of these members with addition of James Ernest Roe, now counsel with Alien Property Custodian; W. Wade Boardman, affiliated in law with Mr. Roberts, and Genevieve S. Nesbit.

Mr. Roberts, who owns three-eighths interest, sells a third of his holding each to Mssrs. Roe and Boardman for cash consideration of $25,000. Wellwood Nesbitt, who holds an eighth interest in the assignor partnership, transfers half of that holding to his wife as a gift. Other partners are: Melva F. Roberts (⅛); Sen. LaFollette (P-Wis.) (⅛); Rachel Young LaFollette (⅛); Hope D. Pettey (1/16), Herbert L. Pettey, director of WHN New York, and Evalyn H. Dolph (1/16), wife of William B. Dolph, vice-president of WMT Cedar Rapids.

At the same action the Commission granted involuntary transfer of control of KOMA Oklahoma City from J. T. Griffin, deceased, to John Toole Griffin and Marjorie Griffin Leake, executors under the will of the late Mr. Griffin. No money is involved in the transfer.

CONTROL TRANSF OF KFNF IS SOUG

KFNF Shenandoah, Ia., has with the FCC an applica for transfer of control from H Field to Midwest Broadcasting through transfer of 201.31 sh (50.33%) in exchange for shares non-voting stock in Midw Broadcasting. Value is given $40,000. Mr. Field, president the KFNF licensee corporation, now 73 and desires to relinqu responsibility of control, appli tion states.

John W. Nicholson, form KFNF station manager and vi president and director of KF Inc., is president-treasurer of M west Broadcasting and holder 150 shares (75%) Class B comm voting stock. Elbert A. Reed, a vice-president and director KFNF Inc., is vice-president secretary of Midwest Broadca ing, in which he holds the remai ing outstanding 50 shares Class stock and the 100 shares (100 outstanding Class A common voting stock. Both are affilia with Mr. Field in other busin interests.

Of the remaining stock in KF 195 shares or 48.75%, is held Iowa Broadcasting Co., now Cow Broadcasting Co. According to application it is proposed t KFNF Inc. will sell 600 sha common stock ($100 par) to eit Cowles Broadcasting or Midw Broadcasting or both. Articles incorporation have been amend to authorize the new stock. Pl for new equipment and other provements are contemplated.

WJPR Sale Filed

BECAUSE he is serving overse with the Navy and is unable devote proper attention to stati operation, John R. Pepper, owner of WJPR Greenville, Mi last week filed with the FCC application for voluntary assig ment of license to Emmet Holm McMurry Jr., WJPR general ma ager, and Frank Wilson Baldwi sales manager, each to hold o third interest; and to Thom Henry Golding Sr., planter, Thomas Henry Golding Jr., farm and contractor, each to hold o sixth interest. Price is $75,000.

FOUR TOP MARKETS!

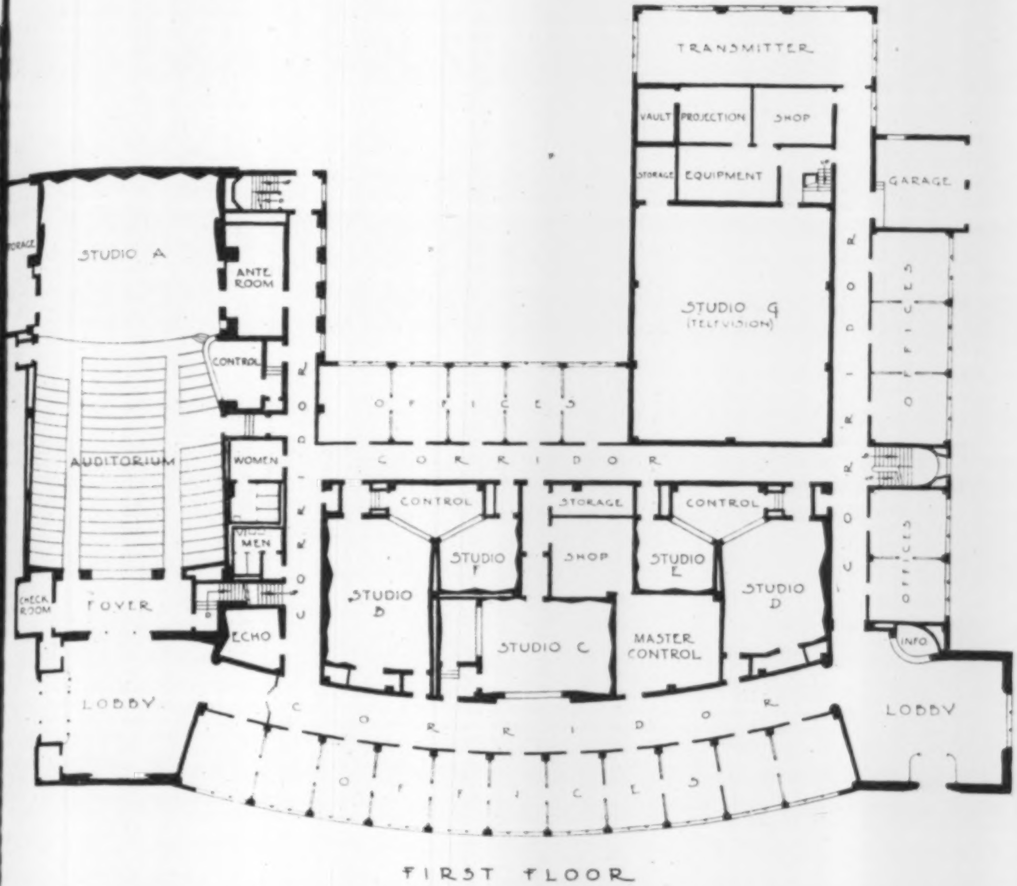
Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and opera Gilmore N. Nunn and J. Lindsay
Represented by The John E. Pea



DESIGNED TO HOUSE all three types of broadcast ervice—AM, FM and television—this plan for the ostwar "Radio City" of Stromberg-Carlson Co. and WHAM-WHFM Rochester calls for five regular stuios, a television studio and a studio auditorium with seating capacity for 350. To be constructed just est of the Stromberg-Carlson plant on Humbolt St. in Rochester, estimated cost for the project is $1,200,000. A one-story building except for the two-story auditorium, structure also will contain all technical facilities including transmitters, offices, work rooms, storage space and other facilities. All of the studios will be suspended on floating floors to eliminate outside noises. Landscaping will be started immediately.

WSM Files Transfer

ORMAL applications were filed ith the FCC last week requesting oluntary assignment of licenses of WSM Nashville, FM outlet WSM-FM and relay stations WNRB WEOF WBPA WADQ WADP rom The National Life & Accident nsurance Co. to WSM Inc., new orporation owned wholly by the nsurance firm [BROADCASTING, Feb. 2].

U.P.

HE MARK OF ACCURACY,
PEED AND INDEPENDENCE IN
ORLD WIDE NEWS COVERAGE

NITED PRESS

Crews' New Book Helps In Production Directing

A NEW BOOK, titled *Radio Production*, [Houghton Mifflin Co., Boston, $2] by Albert B. Crews, NBC central division production director, is a welcome addition to the publishers' broadcasting series, which includes two other volumes by Mr. Crews, *Professional Radio Writing* and *Radio Announcing*. Mr. Crews, prior to his NBC affiliation, was assistant professor of speach and chairman of the radio department at Northwestern U.

Aside from the technical aspect of the book, which treats of the "tools" of radio production directing and will appeal therefore to the technician, *Radio Production Directing* will be of interest to the layman and to the student who would enter radio. Mr. Crews takes the reader behind the mike on the production end of such shows as dramatic programs, variety hours, news dramatizations like the *March of Time* and what are termed "talks" programs, e.g., a roundtable discussion, an interview or a quiz show.

Mr. Crews' 550-page volume should prove a valuable reference book to anyone desiring information on the production aspect of the industry.

Spot Sales Adds

SPOT Sales last week announced the addition of two men to its staff, Edgar H. Twamley, general manager of the Chicago office, and Griffith Thompson, who will specialize in an expansion of Spot Sales operations in New York. Mr. Twamley entered radio with WHO Des Moines. He since has been with WOC Devenport, Ia., WBEN Buffalo, and NBC station relations departments in New York and Chicago. Before joining Spot Sales, he was in the Army. Mr. Thompson, recently a captain in the Army, assigned to Armed Forces Radio Service, has been in the sales department of Blue and the former NBC-Red Network, general sales manager of Westinghouse Stations, and general manager of WBYN Brooklyn.

Ad Bibliography

BIBLIOGRAPHY of 100 books on advertising has been prepared by E. K. Johnston, associate professor of advertising, and issued as a U. of Missouri Bulletin (Vol. 46, No. 8. The bulletin lists books on advertising and immediately related subjects "found helpful to the annotator in the teaching of advertising."

FRANKIE CARLE
records for
LANG-WORTH

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

CHNS

THE KEY STATION OF THE MARITIMES.

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
Nat'l Press Bldg. Wash. 4, D. C.
Room 892 NA. 7846

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
Hilltop Drive Stratford, Conn.

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

Actions of the FEDERAL COMMUNICATIONS COMMISSIO

FEBRUARY 17 TO FEBRUARY 23 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

FEBRUARY 20

1340 kc WEMP Milwaukee—Granted vol. assgn. license from partnership composed of 7 members to new partnership including these members plus James Ernest Roe, W. Wade Boardman and Genevieve S. Nesbit.

1520 kc KOMA Oklahoma City—Granted involuntary transfer of control from J. T. Griffin, deceased, to his executors, John Toole Griffin and Marjorie Griffin Leake.

NEW Lincoln Deller, Sacramento—Granted extension of 30 days to comply with conditional grant for new station.

NEW Adelaide Lillian Carrell, Wichita—Adopted order designating for hearing in accordance with Public Notice 1-25-45, application for new station; hearing set 3-28-45 to determine conformity with FCC Policy 1-16-45.

NEW Harrisburg Broadcasting Co., Harrisburg, Pa.—Granted additional 30 days to comply with conditional grant for new station.

NEW Central Valleys Broadcasting Co., Sacramento—Same.

1230 kc KVNU Logan, Utah—Granted license renewal for period ending 2-1-46.

1430 kc WIRE Indianapolis—Granted license renewal for main and aux. trans. for period ending 11-1-47.

W9XWT Courier-Journal & Louisville Times Co., Louisville—Granted renewal of facsimile broadcast station license for period ending 3-1-46 subject to changes in assignment which may result from Docket 6651 proceedings.

W8XUM WBNS Inc., Columbus, O.—Same.

ACTIONS BY ADM. BOARD

FEBRUARY 19

560 kc KPQ Wenatchee, Wash.—Granted license to cover CP authorizing change assignment and install new trans.

Frank R. Pidcock Sr., Near Moultrie, Ga.—Placed in pending file application for CP new FM station.

Indian Broadcasting Co., Indianapolis—Same.

Applications . . .

FEBRUARY 19

1340 kc WJPR Greenville, Miss.—Vol. assgn. license from John R. Pepper to Thomas Henry Golding Sr., Thomas Henry Golding Jr., Emmet Holmes McMurry Jr. and Frank Wilson Baldwin, a partnership d/b Radio Services Co.

650 kc WSM Nashville—Vol. assgn. license from The National Life & Accident Insurance Co. to WSM Inc.

WSM-FM Nashville—Same.

FEBRUARY 21

1370 kc WFEA Manchester, N. H.—Vol. assgn. license from New Hampshire Broadcasting Co. to H. M. Bitner.

NEW S. E. Adcock, Knoxville—CP new developmental station to be operated on 12,862.5 kc, 6,425 kc or other frequency as FCC may assign, 200 w. A3 emission.

NEW-44.9 mc Raytheon Manufing Co., Chicago**—CP new FM 10,100 sq. mi., $60,000-$75,000 es cost.

NEW-44-50 mc Raytheon Ma turing Co., Chicago—CP new co cial television station, 44-50 m specified in proposed allocation 6360.

FEBRUARY 23

1480 kc WHOM Jersey City—M cense to change corporate name New Jersey Broadcasting Corp. t lantic Broadcasting Co.

610 kc WHKC Columbus, O.—Li to cover CP authorizing change ment.

640 kc WHKK Akron, O.—Licen cover CP authorizing change assig and move trans. and studio.

1340 kc WDAK Columbus, Ga.— assign. license from L. J. Duncan, A. Duncan, Josephine A. Rawls an fie H. Allen d/b Valley Broadcastin to L. J. Duncan, Leila A. Duncan, phine A. Rawls, Effie H. Allen, Alle Woodall and Margaret A. Pill d/b ley Broadcasting Co.

1490 kc WRLD West Point, Ga.—

580 kc KALB Alexandria, La.—Li to cover CP as mod. authorizing c assignment and move trans. and s

1240 kc WOMT Manitowoc, Wis.— cense to cover CP authorizing inc power.

Senators Visit RCA

MEMBERS of the Senate In state Commerce Committee, char with origination of radio leg tion, and FCC Chairman Paul Porter visited the RCA Labs Princeton last Saturday to ob latest developments in the r and electronic arts. Prior to Porter's assumption of the F chairmanship last December, FCC made the laboratories t Hosts to the group were t Brig. Gen. David Sarnoff, R president, and Dr. C. B. Joll chief engineer of the laborat Co-hosts were Frank Folsom, (Shairer and Edward F. McGr RCA vice-presidents; Frank Mullen, NBC vice-president a general manager; Frank M. R sell, NBC Washington vice-pr dent.

Chairman Porter accompanied delegation at the invitation of Committee. Making the trip w Chairman Wheeler (D-Mont McFarland (D-Ariz.), Hoey (N. C.), Johnston (D-S. C.), My (D-Pa.), McMahon (D-Conn White (R-Me.), Shipstead (Minn.), Tobey (R-N. H.), Gu (R-S. D.), Capehart (R-Ind.), Ed Cooper, USNR, on leave as visor to the subcommittee on i national communications, and ward Jarrett, acting clerk of standing committee.

AP

KGFF, Shawnee, Oklahoma

. . . "We are finding your Telescript, 'Washington Today,' very fine indeed."

Maxine Eddy,
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

SPORTS
WHN WHN WHN WH
MUSIC
1050 1050 1050 105
NEWS
WHN WHN WHN WH
WHN
DIAL 1050-50,000 WAT

Academy Discussed

AFT OF the proposed "Acad- y of Radio Arts and Sciences" OADCASTING, Oct. 2]and results an industry-wide survey to de- mine its potential value and re- ions to the projected merit sys- awards, have been under dis- sion for the past two weeks in w York. A series of conferences s been held between special in- stry groups and representatives firms retained to draw up plans Lee & Losh, Los Angeles, and ll & Knowlton, New York. Simi- discussions started in Washing- last week. Conferences got un- way following arrival of E. T. uck) Harris of Lee & Losh, from West Coast. The draft pro- ies for participation by all broad- ting industry factors, including ent, technical and management oups.

Blue Video Tests

CAUSE the major part of to- y's video productions "have been r too complicated for the new dium" the Blue Network is rting its television experiment- by taking "radio shows and deavoring to keep them as much their original format as pos- le," Paul B. Mowrey, Blue super- sor of television, said Feb. 20 in talk to the women's advertising oup and department store execu- es in Toledo. "This should hieve one major point," he stated. e know from the sound stand- int the program should have been od entertainment; otherwise, we sume it would not have been on dio. From the sight standpoint, if esented near to its original form, should prove interesting."

WFEA Transfer Asked

PPLICATION was filed with the C last week requesting volun- y assignment of license of FEA Manchester, N. H., from w Hampshire Broadcasting Co. H. M. Bitner, president and sole ner. No money is involved. Mr. tner is also president and 30% ner of WFBM Indianapolis.

CBS Holding Television Course for Technicians

A 60-WEEK course in the operation of television studio and transmitter equipment opened Feb. 12 in the penthouse atop the CBS headquarters building in New York, with 175 of the network's technical employes as students. Divided into three sections of 20 weeks each, the course is being given by the division of general education and college of engineering, New York U., under direction of Dr. Peter Goldmark, CBS director of engineering research and development, and Robert Serrell, member of the network's television engineering operations staff, assisted by Mason Escher, staff technician representing the IBEW.

Part 1 of the course, running through June, is a review of mathematics and electrical theory, titled "Electrical Circuit Theory for Television." It will be given by Dr. Irving F. Ritter, professor of mathematics at the College of Engineering. Part 2, Sept. 1945-January 1946, covers "Vacuum Tube and Communications Network Theory." Part 3, Feb.-June 1946, deals with "Television Theory and Practice.

Students have a choice of four sessions to attend: Monday, Tuesday or Wednesday, 7-9 p.m. or Thursday, 1-3 p.m.

Network Accounts

All time Eastern Wartime unless indicated

New Business

TRIMOUNT Clothing Co., Boston (Clipper Craft clothes) on March 25 for 13 weeks starts Topics of Today with Dorothy Thompson on 60 MBS stations Sun. 9:45-10 p.m. Agency: Emil Mogul Co., N. Y.

TEXTRON Inc., New York (institutional), on Feb. 25 starts This Is Helen Hayes on 190 MBS stations Sun. 10:15-10:30 p.m. Agency: J. Walter Thompson Co., N. Y.

SOUTHERN CAL. Independent Hardware Dealers, Los Angeles (cooperative), on Feb. 19 for 52 weeks starts Gracious Living on 6 Cal. Don Lee stations, Mon.-Wed.-Fri. 12:45-1 p.m. (PWT). Agency is Dean Simmons Adv., Hollywood.

SOCONY-VACUUM OIL Co. of Canada. Toronto (Mobiloil), on Feb. 12 started Information Please on 26 CBC Dominion network stations Mon. 9:30-10 p.m. Agency: Cockfield Brown & Co., Toronto.

PROCTER & GAMBLE Co., Toronto (Drene shampoo and Ivory flakes), on Feb. 15 started Rudy Vallee on 19 CBC Dominion network stations Thurs. 10:30-11 p.m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

MENNEN Co., Newark, N. J. (toiletries), on Feb. 13 started News With Bill Haworth on seven CBS Pacific stations Tues.-Thurs.-Sat. 7:30-7:45 a.m. (PWT). Agency: Duane Jones Co., N. Y.

Renewal Accounts

WM. WRIGLEY JR. Ltd., Toronto (chewing gum) on Feb. 13 renewed Treasure Trail on 9 CBC Dominion prairie region network stations, Tues. 10:30-11 p.m. Agency: Jack Murray Ltd., Toronto.

GULF OIL Corp., Pittsburgh (motor oils, gasoline), on Feb. 11 renewed for 52 weeks We the People on 104 CBS stations Sun. 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

ROMA WINE Co., Fresno, Cal. (Roma Wines), on March 1 renews for 52 weeks Suspense on 66 CBS stations Thurs. 8-8:30 p.m. (rebroadcast on 16 Mountain and Pacific Coast stations 12 midnight). Agency: Biow Co., N. Y.

SOUTHERN COTTON Oil Co., New Orleans (Wesson Oil and Snowdrift) on Feb. 26 renews for 52 weeks Irene Beasley on 55 CBS stations Mon. thru Fri. 3:15-3:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

Net Changes

P. BALLANTINE & SONS, Newark, on Feb. 19 replaced Johnny Morgan with Barney Grant, CBS Monday 10:30-11 p.m. Agency is J. Walter Thompson Co., N. Y.

B. T. BABBITT Inc., New York (soup mix, Bab-O), on Feb. 26 shifts Lora Lawton from 38 NBC stations Mon. thru Fri. 10-10:15 a.m. to 39 NBC stations Mon. thru Fri. 10:15-10:30 a.m. Agency: Duane Jones Co., N. Y.

GUM LABS. Inc., Clifton Heights, Pa. (Ivoryne chewing gum) on March 18 for 52 weeks starts Hello Sweetheart Hello on 69 MBS stations Sun. 1:30-2 p.m. having discontinued Hello Sweetheart on 171 Blue stations Sat. 5:45-6 p.m. Agency: McJunkin Adv., Chicago.

SOILOFF MFG. Co., Glendale, Cal. (paint cleaner), on Feb. 5 added 6 Blue Mountain stations to Buddy Twiss program on 15 Blue Western stations Mon.-Fri. 1:45-1:50 p.m. (PWT), making total of 21 Blue stations. Agency: McCann-Erickson, Los Angeles.

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on Feb. 22 shifted Bulldog Drummond on 38 Don Lee Pacific stations from Wed. 8:30-9 p.m. (PWT), to Thurs. 8-8:30 p.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

KWJJ
1000 WATTS
1080 KC
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK
STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
309 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California

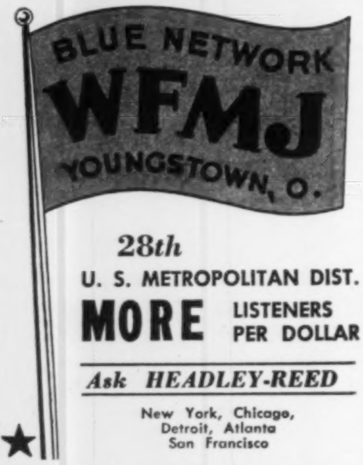
GATEWAY TO THE RICH TENNESSEE VALLEY
CBS AFFILIATE
PAUL H. RAYMER CO.
National Representative
WLAC
50,000 WATTS
NASHVILLE

ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA

Cover THIS RICH SUBSTANTIAL MARKET WITH A SINGLE MEDIUM
KWKH
THE SHREVEPORT TIMES STATION
50,000 WATTS CBS.
REPRESENTED BY THE BRANHAM CO.

A GOOD TIP FROM A GOOD NEIGHBOR
It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.
MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 · MEXICO, D. F.

The SCHOOL of RADIO TECHNIQUE
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
6 Weeks' Day Course
MARCH 5
8 Weeks' Evening Course
MARCH 16
Taught by Network Professionals, for Beginner & Advanced students, include:
● Announcing ● Station Routine
● Newscasting ● Acting
● Continuity Writing ● Diction
● Commentating ● Voice
Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
VETERANS: accepted if qualified under G. I. Bill.
R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193



28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago,
Detroit, Atlanta
San Francisco

REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kackley
50,000 WATTS C B S
WCKY
THE L. B. Wilson STATION

Today's
BEST BUYS
AUDIENCE TESTED FOR BUSY TIME BUYERS
A full page of them in the March 5 issue of BROADCASTING on stations
REPRESENTED BY RAMBEAU

WAR ASSIGNMENTS OPEN, SAYS KIRBY

POINTING out that only six independent stations had applied for the 12 war correspondents' credentials available to them, Col. E. M. Kirby, chief of the Radio Branch, War Dept. Bureau of Public Relations, suggested to women attending the NAB's Assn. of Women Directors meeting in New York that they lose no time in securing assignments to foreign countries. Dorothy Lewis, director of NAB Listener Activities, presided at the meeting, held Feb. 17.

Guests attending the all-day NAB session [BROADCASTING, Feb. 19] also heard Mrs. Eleanor Roosevelt say that "had it not been for the fact that women broadcasters had a great opportunity and used it, radio would not have become the important thing it is for women today." AWD president Ruth Chilton, WCAU Philadelphia, presented the First Lady with an award for "thoughtful consideration and inspiration" to women broadcasters.

Broadcast material for the "Women of the United Nations" campaign, started by the New York session, has been assembled in a booklet including proposed spot announcements dealing with countries all over the world, lists of foreign music recordings, reprints of magazine articles, and other information on foreign countries to be used by women broadcasters throughout the U. S. during the campaign.

Victor C. Rankin

DEATH of Victor C. Rankin, former West Coast playwright, radio writer and advertising man, was announced last week by the OWI. He had been in charge of a psychological warfare team in Asia and was last heard from on May 25, 1944 when the plane on which he was flying over Burma crashed. The pilot, who was uninjured, managed to reach friendly natives eight days later in an effort to bring help to Rankin and the copilot, both of whom were injured. Efforts since then to locate the men or the scene of the wreck have failed and hope has been abandoned.

Would Bar Liquor Ads

EXCLUSION of liquor advertising from the air would be effected under terms of a bill introduced last week by Sen. Capper (R-Kan.), who seeks to prohibit transportation in interstate commerce of alcoholic beverage advertisements. Newspapers also would be adversely affected. Sen. Capper said he wanted to protect children from advertising which tells them "alcohol is healthy, harmless and socially compulsory".

EMERSON MARKHAM, manager of television with GE, Schenectady, has been named a director of Television Broadcasters Assn., replacing Robert L. Gibson, resigned. Mr. Gibson, formerly GE television manager, now heads the chemical department.

Pearson, Bell Syndicate File Suits Against Pegler

FOR ALLEGED defamation of character, columnist and Blue Network commentator Drew Pearson and the Bell Syndicate, which distributes his column, have filed a joint suit against Westbrook Pegler in the Supreme Court of New York, asking for damages of $25,000 each. Suit charged that Pegler, writing in his column of Jan. 30 of "the dangerous attitude of the Blue Network . . . toward miscalled news broadcasters specializing in excitement and falsehood," related an allegedly false story Pearson had reported in a Blue broadcast the night after election, involving Pegler and Frank Sinatra.

"It occurred to me," Pegler wrote, "that the Blue Network had some responsibility . . . Instead of offering any redress, however, Mark Woods suggested that I write a piece about it." Mr. Pegler then went to Chester LaRoche, vice-chairman of the board of Blue, and Edward Noble, chairman, and stated both had said "Pearson was a headache to them . . . but (they) couldn't get rid of him" because "he had acquired a large popular following."

WANTED
● A newspaperman who has had radio experience or a radioman who has had newspaper experience.
FOR A CAREER IN THE EDITORIAL DEPARTMENT OF BROADCASTING
●
Write to EDITOR, BROADCASTING
Nat'l Press Bldg.
Washington, D. C.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipm
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

YOUR CANADIAN DISTRIBUTI
is assured thru
WALTER P. DOWNS Lt
633 Dominion Sq. Bldg., Montreal, C
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUB
AUDIO DEVELOPMENT CO.

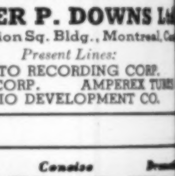
SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

Accurate Concise Br
LYN PE
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th Y

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBE
Freeland & Olschner Products, In
611 Baronne St., New Orleans 13, L
Raymond 4756
High Power Tube Specialists Exclu

5th YEAR
FOR JOHNNY AND MACK AUTO PARTS
IN MIAMI
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.



Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline ten days preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

rator-announcer. First class radio-elephone license. Must be capable of ews and commercial announcing. or regional NBC station in western ity of 25,000. Good post-war future. ox 932, BROADCASTING.

watt Blue Network station looking r good studio announcer available bout April 1st. Family man pre-erred. Located midwest. Excellent pportunity for steady employment. first, second or restricted license ould help. Send details to Box 182, ROADCASTING.

endable versatile announcer with eferences needed by 5 kw NBC af-liate. Southwestern city 150,000. ews, commercials, no controls. Ideal orking conditions. Box 183, BROAD-ASTING.

d combination man with first class icense, to take over duties as chief ngineer for progressive, local 250 att station. Midwest. Good salary. end qualifications to Box 218, ROADCASTING.

nted—Reliable man with average an-ouncing ability for network affiliate. References required. Box 247, BROAD-ASTING.

ated — Sound effects technicians, elevision maintenance engineers, ransmitter engineers. Experienced. Essential. Major New York City net-ork. Write details. Box 268, BROAD-ASTING.

ouncer — Progressive midwestern tation located in a prosperous com-unity wants announcer-producer r announcer-newscaster. Top salary aid to right man. Applicant must e prepared to submit voice audition n request. Will pay expenses for final nterview or share expenses for mov-g this territory. Write Box 277, ROADCASTING.

ated—Announcer with some experi-nce. 1000 watt network station, ovely Georgia city. Not a wartime ob. Operator's ticket not essential, ut desirable so he would be avail-ble for one relief operating shift ach week. For a permanent connec-ion with a future, advise us all de-ails and salary requirements for 48 our week. Box 281, BROADCAST-NG.

th Carolina 1000 watt daytime sta-ion needs announcer. No night work r before 8:00 a.m. Forty hours. Good tarting salary with opportunity to dvance. Prefer draft exempt or re-urned veteran. Pleasant working onditions and in fine town. State all irst letter to WBBB, Burlington, N. C.

twork offers top-notch opportunity with unlimited horizon for two self-tarters; one qualified to head pro-otion operations of sales organiza-ion—the other to put effective ideas o work, as an accomplished copy-riter. For details, see **Network Op-ortunity.**

Program Director

• • • of 5,000 watt basic Mutual affiliate offers 10 years sound, practical experience. Desires position with station seeking an executive, not a yes man.

BOX 312, BROADCASTING

Help Wanted (Cont'd)

Man for local sales eastern CBS station. Excellent salary. Must be able to service and write copy. Permanent. Give all details first letter. Box 309, BROADCASTING.

Leg man for complete local news coverage. If you can handle program on air okay, but not essential. Give all details first letter. Box 310, BROADCASTING.

Good position for operator announcer who also can write copy. Permanent place in production department for right man. Wire collect, KFJI, Klamath Falls, Oregon.

Copywriter—If you are a gal radio copywriter, with commercial copy experience and want a permanent agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including **age and salary** desired. Send **samples of copy. Jessop Advertising Company, 21st floor, First Central Tower, Akron 8, Ohio.**

Opportunity for all-round man with resonant voice and exceptional writing ability. Send photo, transcription, scripts. State salary expected. William F. Holland Agency, Hotel Sinton, Cincinnati, Ohio.

Permanent position operator-announcer with general experience. Progressive three station organization. RCA equipment. Wire collect, draft status, salary, availability. Mail voice cuttings. The Western Radio Corporation, The Dalles, Oregon.

Newscaster wanted. Send qualifications, references and expected salary in first letter. Also transcription. KGNC, Amarillo, Texas.

Situations Wanted

Newscaster - commentator - announcer. Now doing several major news programs daily. Wishes to make change. Background includes, announcing and production on dramatic shows, music, sports, emceeing audience participating. Married. Army dischargee. Prefer midwest. Will consider good offer elsewhere. Box 292, BROADCASTING.

Experienced announcer-newscaster. Record shows, continuity, MC. Excellent background. Married, draft deferred. Willing to travel. Available February 15. Box 297, BROADCASTING.

Newscaster, producer, announcer, now with OWI. Available February 15. Good news man, attention-holding speaker, excellent sales ability. Former sales manager. J. E. Paul, 121 Jewel Court, San Rafael, Calif.

Situations Wanted (Cont'd)

Combination engineer-announcer. Good voice. Experienced as chief engineer. Box 300, BROADCASTING.

Musical director-assistant producer. 15 years radio. Post war security. Phillips, 616 Bryan, Peoria, Ill.

Highly experienced young veteran at present manager eastern station desires management southwestern local. Box 291, BROADCASTING.

Manager—assistant. Desire opportunity better self—help your station go places. Seven years general experience. Completely reliable, draft exempt. Box 301, BROADCASTING.

Would like to enter the field of radio as an announcer. Frank Cody, Box 12, Corinth, Mississippi.

Wanted to Buy

This sounds crazy, but I think there's at least one broadcaster in this wide USA who for some reason or other has a spare complete RCA 1 kw transmitter around that he doesn't want to sell, but might be willing to lease to new applicants until equipment is defrosted. Naturally, if he can make up his mind to sell it to some people who'll treasure it as a new-born babe, we'll sincerely, appreciate his contacting Box 314, BROADCASTING.

Wanted to buy—Ground wire and Bliley BC 46T crystal oven. Box 150, BROADCASTING.

Wanted to buy—Any good tower 150 feet or more, preferably Wincharger, ground wire, Cannon plugs. Also, can use good salesman and announcers. Address replies to Box 289, BROADCASTING.

Want to buy, regardless of condition, Western Electric "Dynamic" 618A type microphones. Radio Station KFAB, Engineering Department, Lincoln, Nebraska.

Wanted — Recording equipment and playback in good condition. William F. Holland Agency, Hotel Sinton, Cincinnati, Ohio.

For Sale

New Cannon plugs complete. Box 306, BROADCASTING.

One Universal 16 inch portable recorder, amplifier, microphone. Complete $350.00. Refer to Box 308, BROADCASTING.

One Presto 6D recorder, complete with 1 C cutting head, automatic equalizer, mounted in cabinet. $600.00. Refer to Box 307, BROADCASTING.

For sale—Two Western Electric 2A, 33 1/3 turntables each equipped with WE D 93306 vertical reproducers and RCA MI 4856 lateral reproducers. Also WE D 94255 fader and control cabinet. Complete, in excellent condition ready for immediate use. Sold only as unit, $400, FOB. Station WIS, Columbia, S. C..

ANNOUNCERS - WRITERS
ENGINEERS-OFFICE WORKERS

ARE YOU LOOKING FOR A BETTER JOB?

Get in Touch with Radios' Original Job Placement Clearing House

We Have Jobs Listed From Stations All Over America One Letter To Us Is Enough For Complete Details Write

RADIO PERSONNEL
(Licensed and Bonded)
136 N. Delaware St. (Radio Center)
INDIANAPOLIS 4, IND.

STATION MANAGERS DO YOU NEED MORE PERSONNEL?

Tell Us What You Want We have Announcers, Writers Engineers, PD's, Actors, etc., Available

NO CHARGE—NO BOTHER

One Letter to Us Will Solve Your Employment Problem

RADIO PERSONNEL
(Licensed and Bonded)
136 N. Delaware St. (Radio Center)
INDIANAPOLIS 4, IND.

A radio station in a large Southern City is looking for two or three good announcers. We want men who have had at least two years' experience, men who are qualified to do everything from ad lib through news. If you are good in any special classification, tell us about it. Be sure to give a detailed outline of your past experience, your present salary wants, how much time it will take you to make a move and your particular interest in radio. We have good jobs for the right men. Address Box 215, BROADCASTING.

Network Opportunity

● New York headquarters of a nationwide network needs two staff members. One will supply the tools necessary in the promotion of a large sales organization. He must be able to make effective use of all selling aids. The other person we are seeking must be an experienced copywriter with effective ideas and the self-drive to lead them to successful conclusions.

● Both positions offer unlimited opportunity for serious-minded hard-workers. Tell us which job is yours and write a complete letter of application to prove it. Samples of your work will be welcome. All replies confidential.

BOX 313, BROADCASTING

WANT
TO PURCHASE

LOCAL CHANNEL
RADIO STATION
East of Mississippi
and in the North

Letters held in confidence

Box 185, Broadcasting

"ON YOUR OWN"

Seeking combination newscaster-writer for well-established commercial newscasts in Ohio. Want name and experience that can be extensively merchandised. High salary for man who appreciates chance to work "on his own". Give full particulars including experience, references and draft status.

Box 311, Broadcasting

Curfew Inapplicable to Radio; May Hit Few Late Dance Shows

WHILE the amusement curfew order of War Mobilization Director James F. Byrnes, effective today (Feb. 26), does not apply in any way to broadcast stations, readjustment of after midnight network and station schedules was entailed because of the unavailability of dance band remotes.

Replying to an inquiry from BROADCASTING, the Office of War Mobilization & Reconversion stated last Wednesday, "This request does not apply to broadcasting stations in any way."

Many stations had been queried last week by newspapers as to whether they would close down at midnight in supposed compliance with the night club and entertainment mandate. What prompted these inquiries could not be ascertained Wednesday, it was indicated in official circles, since broadcast stations could not be placed in the pure entertainment category by any stretch of imagination.

On most independent stations, it was thought, emphasis will be placed upon the news and music formula.

Repeats Involved

In New York, CBS recalled tickets for repeat broadcasts of the programs with studio audiences: The Philip Morris program, *It Pays To Be Ignorant*, Friday, 11:30 p.m.-midnight; General Food Corp.'s *Aldrich Family*, midnight-12:30 a.m. Saturday; Lucky Strike's *Your Hit Parade*, midnight-12:45 a.m. Sunday. Network's remote dance band pickups will be moved westward an hour earlier to avoid conflict with the midnight closing rule across the country.

NBC has canceled the audience for the repeat of this Monday's *Telephone Hour*, midnight-12:30 a.m. Tuesday, pending a clarification of the ruling concerning audiences in radio studios. The only remote band pickup made by NBC, *The Three Suns*, will be dropped for the duration of the post-midnight ban.

Blue has withdrawn the audience for *Johnny Olsen's Rumpus Room*, broadcast midnight-12:30 a.m., Tuesday, Thursday and Saturday. WOR, MBS key station in New York, has reduced the number of remote band pickups from 22 to 8 a week, broadcasting two quarter-hour pickups, 11:30-midnight, each evening. Station will broadcast MBS band pickups from across the country between midnight and 1 a.m. and will start its *Moonlight Saving Time* all-night program of recorded music at 1 instead of 2 a.m. as formerly.

Beginning today (Feb. 26) WBBM Chicago will extend its closing hour until 2 a.m. (CWT) instead of 1:30 a.m. according to George Case, assistant program manager. CBS will pick up remote bands from the West Coast after 12 midnight and WBBM will feed network remote bands from 11-12 midnight. WENR Chicago will not cancel its 11-11:30 p.m. remote band.

New WMAQ Policy

WMAQ Chicago has issued a statement that henceforth news programs and news commentaries carried locally will be handled exclusively by news men or announcers who are members of the WMAQ staff. Current commitments with advertisers sponsoring programs of news or news commentaries employing other than WMAQ staff men may be continued for a period of one year or until termination of their current talent commitments, whichever first occurs.

Broadcast Day to End At 1 a.m. for Mutual

MUTUAL will end its daily operations at 1 a.m. beginning Feb. 26, Phillips Carlin, vice-president in charge of programs announced last week shortly after his return from a survey tour to discuss network programming with MBS affiliates. "We have been contemplating this move for a long time, since few stations were taking service after one in the morning," he explained.

Now broadcasting until 2 a.m., and coming back on the air at 10 a.m., MBS will end the broadcast day at approximately the same time as the other networks under the new plan. CBS goes off at 1.05 a.m. after a five-minute news period; the Blue at 1 a.m. and NBC at 1 a.m. The 1-2 a.m. period to be discontinued on Mutual is programmed entirely by remote dance-band sustainer pick-ups from hotels via MBS affiliates WGN Chicago; KWK St. Louis; KFRC San Francisco and WOR New York.

New Type Receiver

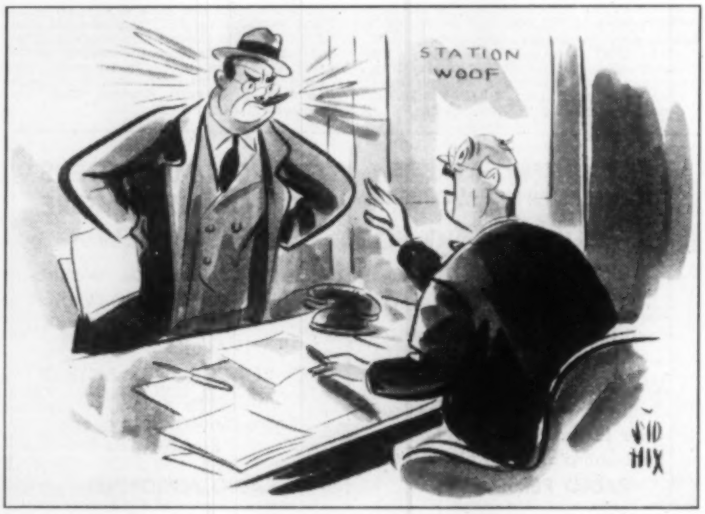
A NEW type radio receiver, developed by the Army Signal Corps, and known as R-100/URR has been announced, to provide reception of medium and shortwave broadcasts. New unit operates from self-contained batteries or from alternating or direct current. Distribution of the new receiver set to overseas troops, for morale and recreational purposes, has already been started, it was announced.

McFARLAND URGES SOVEREIGNTY OF AIR

ALTHOUGH full consideration must be given to other nations in allocating frequencies for free communication and exchange of news in the "already overcrowded" radio spectrum, Sen. McFarland (D-Ariz.) stated before Congress last Thursday that American communications "must be as sovereign as it is possible to make them in this world". Sen. McFarland just two days before was appointed by ICC Chairman Wheeler to take charge of preliminary study and documentation tasks of the ICC subcommittee preparatory for hearings and continued executive conferences.

Sen. McFarland declared the real basis for a world-wide free press lies in low and equal transmission rates for news all over the world. American companies, he said, are forced to bid against each other and the United States is a third rate power in communications whereas foreign communications systems are either government owned or dominated, providing unfair competition. The Senator was sure, however, some "liberal, high-minded souls" in all countries will see the value of "publishing, by press or radio, free, uncensored and untrammeled news".

Many important facts have been adduced in the current study of international communications, Sen. McFarland concluded, "we shall soon be able to move forward actively with legislative proposals which will give us an adequate postwar communications system."



Drawn for BROADCASTING by Sid Hix

"I'm Sorry You Misunderstood, Mr. Klunkwell—But When We Said 60 Second Commercials, We Meant 60 Seconds LONG Not 60 Seconds APART!"

NAB BOARD TO GE CODE CHANGE PL

AN INTERIM report will be to the NAB Board, meetin Washington Feb. 28, by the Committee's chairman, Lee Wailes, general manager, Wes house Radio Stations Inc.

The report was written af two-day session of the Code mittee at Washington's Hotel ler last Thursday and Frida was understood that the int report would contain recomme tions for important revision the Code.

At a special luncheon se held Friday, the Committee en tained as guests Byron Price, rector of Censorship, and Eu Meyer, publisher of *The Was ton Post* and owner of W Washington.

All members of the Code mittee excepting Felix Hinkle, eral manager, WHBC Canton, tended the meeting. Member includes, in addition to Mr. H and Mr. Wailes, Edgar L. WMBD Peoria; William S. He NBC New York; Herbert H ter, KANS Wichita; Richard Mason, WPTF Raleigh; Eugen O'Fallon, KFEL Denver; Wi B. Quarton, WMT Cedar Ra Jan Schimek, CBS New York

FOOD INDUSTRY M ATTEND WLS DINN

MORE THAN 900 representa of the U. S. food industry, cluding manufacturers, distr tors, wholesalers, retailers their advertising agencies will tend the tenth anniversary di of the WLS Chicago Feature F Division to be held at the Ste Hotel Chicago, Tuesday Feb. 2

Daily foods broadcast, on W 11-11:30 a.m., Monday through S urday has been conducted by M tha Crane and Helen Joyce si its origination ten years ago. P gram is a combination radio br cast and laboratory system for f merchandising, as an aid to adv tisers, their agencies, food sto

Harold Safford, WLS program rector, will act as toastmas Glenn Z. Snyder, vice-president general manager of WLS and A Kiefer president of National A ciation of Retail Grocers will tend best wishes to the di guests.

Equitable on Blue

EQUITABLE LIFE ASSURA Society of U. S., New York, Friday announced plans to s April 6 *This Is Your FBI* on full Blue Friday 8:30-9 p.m. W wick & Legler New York agency. Series will dramatize c from FBI files, with Jerry De as writer-producer. J. Ed Hoover, FBI chief, will open series. Society's announcem will be primarily institutional

Wrigley in 100 Marke

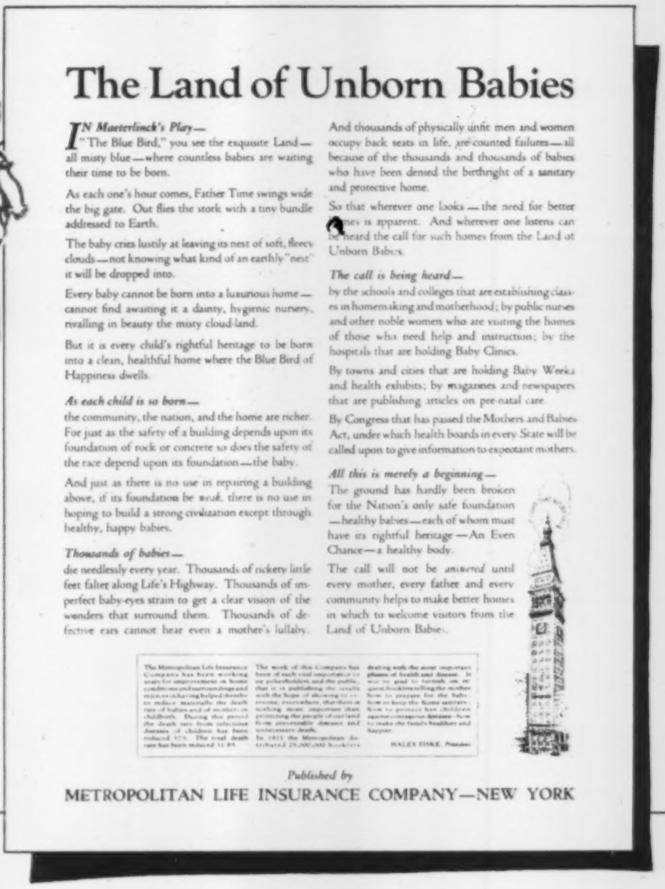
WM. WRIGLEY Jr. Co., Chica is sponsoring one-minute spots 100 markets explaining disconti ance of three popular brands. Wr ley's wartime product will repl these brands in overseas shipme and civilian trade. Agency is Ru rauff & Ryan, Chicago. Length contract is four weeks.

ADVERTISING MUST PACE PROGRESS

This Advertisement Helped More Americans to

LIVE LONGER!

THIS is the first in the now-famous Metropolitan series of educational ads that has appeared without interruption since August, 1922. During this time, the health and longevity of Americans have increased greatly. While many other factors have contributed, The Metropolitan Life Insurance Company's pioneering in this type of education has been a material factor in America's unprecedented achievements in the field of public health.



The Land of Unborn Babies

IN Maeterlinck's Play—
"The Blue Bird," you see the exquisite Land—all misty blue—where countless babies are waiting their time to be born.

As each one's hour comes, Father Time swings wide the big gate. Out flies the stork with a tiny bundle addressed to Earth.

The baby cries lustily at leaving its nest of soft, fleecy clouds—not knowing what kind of an earthly "nest" it will be dropped into.

Every baby cannot be born into a luxurious home—cannot find awaiting it a dainty, hygienic nursery, rivalling in beauty the misty cloud-land.

But it is every child's rightful heritage to be born into a clean, healthful home where the Blue Bird of Happiness dwells.

As each child is so born—
the community, the nation, and the home are richer. For just as the safety of a building depends upon its foundation of rock or concrete so does the safety of the race depend upon its foundation—the baby.

And just as there is no use in repairing a building above, if its foundation be *weak*, there is no use in hoping to build a strong civilization except through healthy, happy babies.

Thousands of babies—
die needlessly every year. Thousands of rickety little feet falter along Life's Highway. Thousands of imperfect baby-eyes strain to get a clear vision of the wonders that surround them. Thousands of defective ears cannot hear even a mother's lullaby.

And thousands of physically unfit men and women occupy back seats in life, are counted failures—all because of the thousands and thousands of babies who have been denied the birthright of a sanitary and protective home.

So that wherever one looks—the need for better homes is apparent. And wherever one listens can be heard the call for such homes from the Land of Unborn Babies.

The call is being heard—
by the schools and colleges that are establishing classes in homemaking and motherhood; by public nurses and other noble women who are visiting the homes of those who need help and instruction; by the hospitals that are holding Baby Clinics.

By towns and cities that are holding Baby Weeks and health exhibits; by magazines and newspapers that are publishing articles on pre-natal care.

By Congress that has passed the Mothers and Babies Act, under which health boards in every State will be called upon to give information to expectant mothers.

All this is merely a beginning—
The ground has hardly been broken for the Nation's only safe foundation—healthy babies—each of whom must have its rightful heritage—An Even Chance—a healthy body.

The call will not be *answered* until every mother, every father and every community helps to make better homes in which to welcome visitors from the Land of Unborn Babies.

Published by
METROPOLITAN LIFE INSURANCE COMPANY—NEW YORK

In the DISTRIBUTION DECADE

Advertising Must Perform Many Public Services!

ADVERTISING'S *opportunities* in the postwar world will lie in public service—in educating America to a fuller, happier way of life. And Advertising's *responsibilities* can be defined with equal clarity.

For the postwar decade will be the Distribution Decade. We, as a Nation, will have to consume 40% more industrial production annually than ever before, if we are to maintain a "safe" employment level.

Production itself will present no problems. Money, manpower, manufacturing facilities and materials will be plentiful. But a faster, more efficient and economical system of *Distribution* will have to be developed to facilitate the flow of goods to consumers. And *that* is largely a job for Advertising.

Alert agency men are today studying not only the *responsibilities* but the *opportunities* Advertising will face in the Distribution Decade—and they're *doing something about them!* So are we. Here at The Nation's Station, we will have much to tell you, when the time comes, about the great 4-State market that is WLW-land!

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION